

What skills are essential for digital marketers in Bangladesh?



ILLUSTRATION: ZARIF FAIAZ

“There are different roles in the digital marketing sector, including but not limited to SEO specialist, content marketing specialist, social media specialist, Pay-Per-Click (PPC) analyst, copywriting expert, etc. From startups to large conglomerates, all organisations now prioritise digital presence,” says Riajur Rahman, Digital Marketing Manager at BdTask, an international software company.

TAHMINA RAHMAN

When people hear the term ‘digital marketer’, they often envision someone glued to multiple screens, bombarding social media feeds with ads, or sending endless emails. But is this the full picture?

‘Digital marketing’ as a profession has gained popularity in Bangladesh’s rapidly shifting digital landscape. Considering the modern urban lifestyle, while stuck in traffic jams, we no longer pay much attention to billboards or posters on the streets. Instead, we take out our phones, scroll through social media, and immerse ourselves online. This shift in behaviour has made digital platforms the new battleground for marketers.

However, thinking ‘digital marketing’ is only about social media platforms like Facebook and LinkedIn would be a mistake. The actual profession encompasses a wide range of job descriptions that may surprise someone unaware. So, let’s take a look at what a ‘digital marketer’ does and what this currently trending profession entails.

Understanding digital marketing and its key roles
Mahmudul Hasan Emon, a former full-stack Digital Marketer, explains the definition of ‘digital marketing’: “A full-stack digital marketer covers all areas of marketing, such as planning, running ads, creating content, understanding the target audience, analysing data, conducting SEO analysis, working on social media to build brand

awareness, and more.”

Over the last decade, digital marketing has become a widespread trend that nearly every business follows. With Bangladesh steadily moving towards digital transformation, businesses in the country are increasingly reliant on digital marketing to connect with their audiences. This is why various roles have been created in the digital marketing sector for people to pursue.

“There are different roles in the digital marketing sector, including but not limited to SEO specialist, content marketing specialist, social media specialist, Pay-Per-Click (PPC) analyst, copywriting expert, etc. From startups to large conglomerates, all organisations now prioritise digital presence,” says Riajur Rahman, Digital Marketing Manager at BdTask, an international software company.

Essential technical skills and tools for digital marketers

It is important to have technical skills to become a good digital marketer. “Technical proficiency in data analytics tools, SEO, and PPC platforms such as Google Ads, Meta Ads, LinkedIn Ads Manager, etc. is absolutely necessary for a digital marketer”, Riajur states.

A digital marketer should also have knowledge about tools such as Google Ads, Semrush, Ahrefs, Meta Suite, etc. These tools are essential for running effective campaigns, analysing data, optimising content for search engines, and managing social media strategies. They enable marketers to understand audience behaviour, improve

visibility, and achieve measurable results.

Shah Jamil Bhuiyan, Senior Marketing Executive of SJ Innovation, LLC, weighs in on his opinion on what being a ‘digital marketer’ entails, “Google Analytics, Google Ads, Search Console, and Meta Business Suite are the most essential platforms to understand marketing efforts. There’s also Google Keyword Planner for keyword and competitive analysis and Mailchimp for email marketing. Ad Manager and Google Ads are also important tools to run paid ads.”

What do HR professionals look for in a digital marketer?

Having both soft skills and technical skills is equally important, as per local hiring professionals. This is because when employers hire a digital marketer, they emphasise both these types of skills. Shabi Tahmid Khan, Co-Founder and COO of an HR consultancy firm, says, “When hiring, we evaluate two key skill sets: technical skills, which includes social media marketing, Google Ads, Meta Suite, and SEO, as well as soft skills, such as analysing customer behaviour, buying tendency, understanding demographics, and thinking outside of the box.”

In the context of Bangladesh, employers often notice that a significant portion of candidates applying for digital marketing roles are young professionals or fresh graduates, many of whom possess a ‘Digital Marketing’ course certificate, which is

obtained from online-based courses, as these skills are not typically covered in traditional academic programs. While these courses provide theoretical knowledge in areas like social media marketing, SEO, and Google Ads, they often lack practical, hands-on experience. This gap in practical knowledge is a common challenge for employers when evaluating candidates for digital marketing roles.

Shabi Tahmid Khan, talent acquisition expert at HR consultancy firm Immaculate International, elaborates on this matter: “We often encounter candidates who hold certificates in digital marketing but lack hands-on experience. They might be familiar with the tools and their use cases, but when it comes to thinking outside the box, analysing customer behaviour, and showing effective communication, there is a noticeable gap.”

The growing potential and challenges of digital marketing in Bangladesh

According to experts, in Bangladesh, digital marketing is still in its early stages, but it has opened up numerous opportunities for businesses and professionals alike. Despite its potential, the sector also faces significant challenges that need to be addressed for sustained growth.

Shah Jamil Bhuiyan, Senior Marketing Executive of local IT company SJ Innovation, shed light on the situation: “If I talk about the Bangladesh market as a whole, the digital marketing space is still very limited on things like social media and email marketing, which presents a challenge for local marketers. However, this also creates opportunities, especially in influencer marketing, though its success depends on the product.”

The impact of digital marketing has increased worldwide too. Today’s competitive digital marketing environment is expanding and changing quickly. According to Neil Patel, a well-known digital marketing expert, it has been predicted that this industry will grow to a staggering \$786 billion by 2026. Traditional marketing techniques are therefore no longer as effective as they once were. The internet is being used by more people than ever before, which gives businesses a ton of chances to engage with their customers - giving rise to an increased demand for the profession we know as ‘digital marketing’.

JOBS SPOTLIGHT

UNDP

IT Associate

Deadline: February 1

Eligibility:

• Prior relevant experience in the fields of digitalisation and automation process, network administration and operations, web design, etc.

Minimum experience: 4 years



World Food Programme

IT Operations

Officer

(Infrastructure), NOA

Deadline: February 4

Eligibility:

• Advanced university degree in Computer Science or other relevant field with additional years of related work experience or training/courses.

Minimum experience: 3-5 years



American International University- Bangladesh (AIUB)

Lecturer, various departments

Deadline: January 31

Eligibility:

• MBA/Masters with Bachelor/Honors in relevant discipline with no third class in all examinations with minimum 3.80 CGPA.

Minimum experience: N/A



Bangladesh Red Crescent Society

Community Facilitator, PSS

Deadline: January 31

Eligibility:

• Graduate in psychology/counselling psychology/social works/behavioural sciences/sociology or any other relevant field.

Minimum experience: 3 years



FOR MORE DETAILS AND THE APPLICATION LINKS, SCAN THE QR CODE BELOW.



“All growth depends upon activity. There is no development physically or intellectually without effort, and effort means work.”

CALVIN COOLIDGE



LinkedIn sued for using private data in AI training



NEXT STEP DESK

LinkedIn, the Microsoft-owned professional networking platform, is being sued by Premium customers who claim their private messages were shared without consent to train AI models, according to a recent report by Reuters.

The class action, filed in federal court in San Jose, California, alleges that LinkedIn quietly added a privacy setting in August, allowing users to manage data sharing. By September, the company updated its privacy policy to reveal that user data could be used for AI training, with a disclaimer that opting out wouldn’t undo past usage.

Plaintiffs argue LinkedIn breached user trust by secretly leveraging private InMail messages for AI development and trying to “cover its tracks” to avoid scrutiny, as per Reuters. The lawsuit seeks damages for breach of contract and violations of California’s unfair competition law, as well as \$1,000 compensation per person for violating the federal Stored Communications Act.

LinkedIn denies the allegations, calling them “baseless”. Legal representatives for the plaintiffs have yet to comment further at the time of writing, states the report.

Copywriting—what exactly is it?

AHMAD TOUSIF JAMI

Whether it’s scrolling through a social media post or surfing websites, chances are a copywriter wrote the content. It is a popular misconception that copywriting is just about clever ads, when copywriters are the masterminds behind the words that influence our decisions and shape our online experiences every day, from website content and social media captions to email campaigns and product descriptions. Copywriting is growing, but what does it entail?

What exactly does a copywriter do?

Copywriters are skilled wordsmiths who create persuasive text to attract an audience. This includes a wide range of tasks, from writing captivating headlines for newspapers to developing persuasive sales copy for online businesses. Copywriters’ texts have specific intentions and directions. In majority cases, it is to inform their audiences in a way that entertains them or attracts them.

“In the simplest terms, as copywriters, we craft text to persuade, inform, or entertain,” says Lamisa Ahsan, former Marketing Executive at a leading edtech platform, where her job description entailed copywriting. “This can range from crafting eye-catching headlines for newspaper articles to writing persuasive sales copy for online stores,” she explains.

Copywriting is about understanding human psychology and using language to evoke emotions and drive action. Whether convincing someone to buy a product or sign up for a service, every word has a purpose.

Effective copywriting requires understanding human psychology, leveraging language to evoke emotions, and driving desired actions.

“Copywriting is more than just writing,” explains Aymanul Islam, Human Resource personnel at a leading financial institution.

Qualifications for a copywriting job
Azmain Haque, copywriter of a market-leading IoT company, shares, “Keen eye to detail is key for a good copywriter.” He explains that socio-cultural understanding and the creative ability to use that to attract consumers is also useful.

Aymanul adds, “We look for copywriters who can understand our brand voice and translate it into engaging content. We prioritise individuals who can write for different audiences and platforms, whether it’s our social media platform or our website.”

A good copywriter should have a unique blend of skills. This would include, but is not limited to, strong writing and editing skills, creativity, research skills, and original ideas. Of course, for a copywriter, adaptability is key. The copywriter needs to be able to adjust their writing style to suit different platforms and audiences.

According to Mir Shahrukh Islam, Managing Director of a locally based IoT company, “Copywriting will be heavily challenged by generative AI. However, creativity and originality will always have a special demand.”

Copywriting can be seen as a form of creative writing with a purpose. It takes the tools and techniques of

storytelling and applies them to a commercial context. Lamisa says in her experience, the importance of creativity and strategic thinking is paramount: “A good copywriter isn’t just a wordsmith; they’re a storyteller. They need to be able to craft narratives that resonate with the target audience and effectively communicate the brand’s message.”

Overlapping roles

In Bangladesh, the role of a copywriter can frequently overlap with other roles’ job descriptions, as not all companies hire copywriters specifically at this point. Often, content marketing managers are responsible for developing and executing content strategies to achieve marketing goals, a role that often involves significant copywriting responsibilities.

Or, often social media managers are tasked to create and manage social media content, instead of the work of copywriting. In some companies, SEO specialists optimise website content to improve search engine rankings, and they are expected to copyright the website as well.

Marketing teams’ roles are often also overlapped with copywriting roles. Because copywriters are expected to write to attract and persuade, they ultimately do the work of the marketing team.

Essentially, copywriting is the voice of marketing and therefore is not always distinctly addressed. Lamisa shares her experience of working as a copywriter

in her role as a Marketing Executive, “Because copywriting was integral to the marketing of the company, it was a part of the job description for members of the marketing team to take care of this task.” Aymanul adds, “HR teams need to make specific modifications to be able to hire copywriters, which is often a long and bureaucratic process,” explaining why many companies still may not have specific copywriting roles.

How common is this role in Bangladesh?

“The demand for copywriting jobs is increasing in Bangladesh rapidly, and copywriting-specific hiring will likely increase significantly,” shares Lamisa. Azmain adds, “Our copywriting market is best understood in two-fold ways. For one, we have demand, because brands need copywriters. On the other hand, the salary for copywriters is often not sufficient for this to be pursued full-time in the majority of instances.” Mir Sharukh further adds, “While hiring we always focus on inquisitive minds. We look for someone who is willing to try, fail, learn and repeat.”

Copywriting is becoming more common in Bangladesh and will likely grow further. It is a competitive field that needs more skilled employees and at the same time, a higher compensation. Ultimately, successful copywriters will be those who can adapt to evolving trends, embrace lifelong learning, and consistently deliver impactful, human-centric content that cuts through the noise.

After all, a good copywriter is not someone who just traditionally writes the same content as everyone else, but someone who creatively tries new things and is willing to learn.



ILLUSTRATION: ZARIF FAIAZ