

Effective Brand Managers: Integrate Digital Marketing Strategies into Overall Brand Management Plans

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DOI: <https://dx.doi.org/10.47772/IJRISS.2024.806241>

Received: 15 May 2024; Revised: 13 June 2024; Accepted: 21 June 2024; Published: 24 July 2024

ABSTRACT

Organization can achieve significant success by using different digital platforms, particularly social media for branding. This research paper focuses on how brand managers implemented digital marketing strategies in today's world for brands and organizations as a whole. The study may prove to be an effective strategy for boosting brand awareness and revenue for the organization. Finally, we discovered that everything must be evaluated in real time and that data should drive brand management decisions rather than intuition. To provide a thorough overview, analysis, and summary of the findings from the available research on how the brand uses digital marketing strategies, the benefits of the strategies in actual use, and the benefits that digital advertising tactics bring to brands, for instance Email Marketing, Content marketing, Affiliate Marketing, Inbound Marketing etc. There is a discussion regarding the strategies used by brands in specific sectors as the standard as well as the four essential characteristics of research design. An online survey on social media also adds value to see how many brand managers and marketers actively strive to integrate digital marketing methods into their organizations. Above all, the uses of digital marketing tools such as Google Analytics, HubSpot, Semrush, Napoleon Cat etc. have given the authority of doing ethical branding in efficient way.

Keywords: Branding, Digital Marketing, Brand Managers, Marketing Strategies, Brand Awareness.

INTRODUCTION

The use of technological devices or channels for advertising and selling goods or services is a form of digital marketing. While a traditional marketing campaign may also have such as its objective, digital marketing helps businesses to focus on a more specialized or specific market. This paper has focused on the digital marketing strategies, for example social media marketing, Content marketing, Affiliate Marketing, Email Marketing, Pay per click, Inbound Marketing etc. All these strategies play vital roles for any organization to promote effectively and efficiently. It is important to sustain in the long run as an effective brand and for that proper brand management is essential. The importance of brand management has increased in the contemporary global marketplace. In actuality, the capacity of marketers to establish and sustain their brands is their most differentiating competency. (Kotler & Armstrong 2010).

In brand management, it is obviously crucial because it increases the awareness and reputation of the organization. It helps in promoting the organization's vision and objectives in front of potential customers. Also, it targets the full marketing funnel, encourages interaction with customers, and automates marketing activities. To capture potential customers as well as dominating the market with enough market share can also done with the help of different digital marketing strategies and tools. In the modern era, various

software tools have been used to accelerate brand identity among the target group. Google Analytics, HubSpot, Semrush, Napoleon Cat etc. all these tools are useful while brands think about capturing specific market along with the potentials customers as well as brand's own profitability.

Finding useful methods for brand managers for businesses utilizing digital marketing tactics as part of their overall brand management strategy is the goal of this research. The research explains the importance of digital marketing in today's business environment, and additionally its significance in ideas on how to integrate digital marketing techniques into brand management plans could be useful for brand managers.

LITERATURE REVIEW

Digital marketing is the new concept which has been an alternate name for business and trade nowadays as its integration in brands has been successful in maximizing brand equity for them. It's a very common phenomena to manage the brand strategically and also its customer to keep the pace with ever changing digital marketing era. In the study of "Influence of digital marketing on brand building" (**Dr. S. YUVARAJ, 2018**) refers that brand managers now can easily target and reach their customers efficiently as there is a significant increase of using personal device. The author also refers that the proper use of digital marketing strategies in brand positioning can also transformed a dead business to alive. Besides that, (**Zanubiya, 2023**) mentions that the digital marketing strategy is the new trend that will not only evolve the traditional media concept but also it will be very cost efficient for any type of business. According to "Digital marketing in Bangladesh: A comprehensive analysis of challenge and prospects" the author (**Shalauddin, 2022**) states that though digital marketing has been adopted by the brand managers all over the developed world but Bangladeshi brand managers still facing some challenges to integrate and accelerate in their business. The author also mentions that there are some positive opportunities to expand it throughout the brands exist in Bangladesh. ADN Telecom a leading digital agency in Bangladesh studies the "Future of Digital marketing in Bangladesh" (**Telecom, 2019**) states that there are some well-known companies in Bangladesh has lost significant market share as their brand has not integrated the digital media marketing strategies. It also says that Bangladeshi brand managers has been significantly integrating the digital marketing strategies specially the consumer goods industry, startup business and getting successful in grabbing market share. The studies provide a comprehensive review, analysis, and summary of the results from the available research on how the brand uses digital marketing strategies, the benefits of the strategies in actual use, and the benefits that digital advertising tactics bring to brands, this paper uses the strategies used by brands in specific sectors as the standard.

There are many popular digital marketing strategies and platforms used in this process. (**Moon, 2019**) states that the following list includes several popular integrated digital marketing strategies. Also, we might be able to observe how these digital marketing tactics are developing linkages between company's digital marketing and brand management, which results in consumer engagement, brand equity, and brand personality for the brand.

Social Media Marketing: Using this approach, brand managers aim to raise awareness of the brand, attract more people, and provide leads for their firm. The brand is following the trends on social media, and is regularly posting contents on the feed.

Content Marketing: Brand employs content marketing to create brand awareness, traffic increase, lead generation, and customers. Also, the website consists of blog articles, electronic books and white papers, illustrations, online flyers and design guides, and more. Brands keep a separate graphics team to work with their Marketing team.

Search Engine Optimization (SEO): In consonance with the google search bar we can see this is the technique that brands employ to have their website in their category or Division "rank" higher in search

engine results pages, thus boosting the volume of natural (or free) traffic it receives. Websites, blogs, and infographics are some of the mediums that SEO benefits.

Affiliate Marketing: This is a form of performance-based marketing where the people get paid to promote their other brand's goods and service. The Channels marketing strategy involves sending out links to affiliate websites from their social networking profiles and posting video advertising through the partnership program offered by YouTube.

Native Advertising: Well, the website behance.net explains the brands Native advertising is mostly content-driven and integrated with other, unpaid content on other sites. In addition to Facebook and Instagram advertising, the brand also views Buzz Feed sponsored posts as "native" social media advertising.

Marketing Automation Operation Team: Brands has automated routine operations that they would otherwise have to do by hand, such sending out email newsletters, planning for Facebook and Twitter posts, upgrading the list of contacts, creating processes for nurturing leads, and maintaining records and reporting on campaigns.

Pay-Per-Click (PPC): (Desai, 2019) states that Charging an advertising network each time an advertising link gets clicked is one way to increase the number of visitors to Brand's website. Google Ad Words, the one of the most popular PPC models, enables the brand to pay for prominent positions on the search engine results page of Google at a cost "per click" of the hyperlinks that the team insert.

Email Marketing: The email marketing ideas about a brand which sends in email marketing campaigns include Blog subscription newsletters, Follow-up emails to website visitors who downloaded something, Customer welcome emails, Holiday promotions to loyalty program members, Tips or similar series emails for customer nurturing.

Inbound Marketing: The "full-funnel" strategy of using internet-based materials to draw in, motivate, and engage clients is known as inward marketing. Each of the aforementioned online advertising tactics can be applied across an integrated advertising strategy. (MEYER, n.d.)

To accurately gauge the academic achievement of the business across every channel of marketing, a digital advertising team of brands focuses upon various key performance indicators, or KPI for every one of them. Brand managers should increase advertising operations these days as well as creating much buzz among consumers. However, for being competitive towards the rivals have to utilize advertising techniques. As a result, brand can easily strengthen its promotional tactics integrating the digital marketing strategy such as social campaigns, marketing on social media, online commercials, advertisements, and YouTube advertisements.

METHODOLOGY

A proper research and research design need to develop effectively to integrate digital marketing strategies. Research design is the framework of different research techniques which conducts by researchers for any specific study. For making successful any research it is important to know the characteristics of research design, the elements of it etc. Otherwise, no research will give the best and effective result and for that the whole project or research might not be fruitful.

There are four important characteristics of research design. They are-

- **Neutrality:** When researcher thinks about any specific study, he or she need to make have guess or assumption about data at the very beginning and that data need to be neutral from anything to get the

useful result.

- **Reliability:** By conducting research, researcher has to match all data so that each and every data or information reliable to each other.
- **Validity:** To validate all data, it is essential to use some measuring tools and questionnaire might be beneficial to make valid the research design.
- **Generalization:** After doing research that should apply to a population not just on sample which will make any survey effective by providing to mass population.

This research is perfect match along with these characteristics. At the end, this research can fulfill neutrality, reliability, validity and generalization very strongly. Because it is important to find out the limitation and obstacles of the brand which does not integrate digital marketing strategies for promoting the brand and its products. Our research might help to think about brand rejuvenation by creating brand awareness on different digital marketing platform as well as by using different digital marketing software.

Not only this, research design can be classified into two types. It could be qualitative and quantitative. Both these are useful to find the best fit for the study. The research is based on **qualitative data** along with a survey on the basis of qualitative data.

As a brand manager of any brand or company it is important to know what would be the best and effective necessities that should be taken by him, this whole research cover that up. Any brand can easily take help form survey about what is the current situation of any brand and take initiatives accordingly. We try to make easier for the brand by doing the research so that brand, brand manager can incorporate all these along with some extra initiatives if they want to.

For this research, we followed the steps of methodology. According a source, research methodology has five steps and we tried to compiled those to complete this study. The steps are given below:

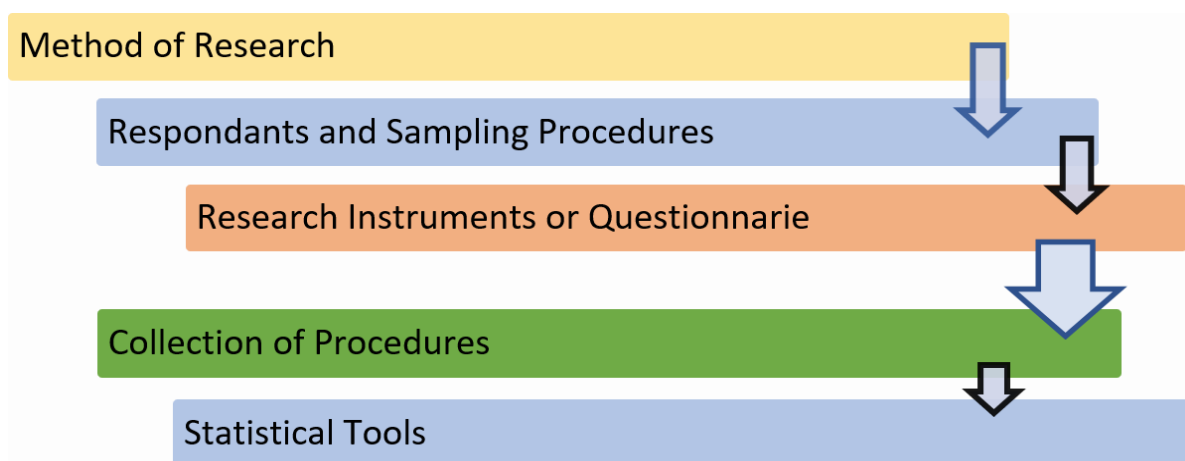


EXHIBIT 1: RESEARCH METHODOLOGY STEPS

In the initial stage, we have done **exploratory research**. We make few survey questions to know the best outcome on integrating digital marketing strategies. Day by day, brand manager tries to integrate digital marketing into company by taking lots of initiative. In modern times traditional marketing strategies are getting demolish and digital marketing strategies are increasing. These digital platforms are- websites, SEO (Search Engine Optimization), social media (Facebook, Instagram, Twitter etc.), content marketing, email marketing, blog, vlog etc. All of these getting popular as well as helping to capture mass, broad market. The reach is getting higher through these platforms. To use these, different brand manager uses different software. Marketing software such as Google Analytics, HubSpot, Semrush, Napoleon Cat etc. makes tasks easier for the brand manager. Brand manager can easily integrate all these and effectively reach the mass

audiences.

By doing a little survey, we find out few brand managers or marketers who are actively work on integrating digital marketing strategies into their company. For this project, we have selective samples because we do not want to generalize our data by taking data from mass population.

Sample Selection: Our main target sample is the brand managers or marketers from different company who are actively using digital marketing platforms. Not only these, we took some engineers as sample so that we can understand the trend of the digital marketing software.

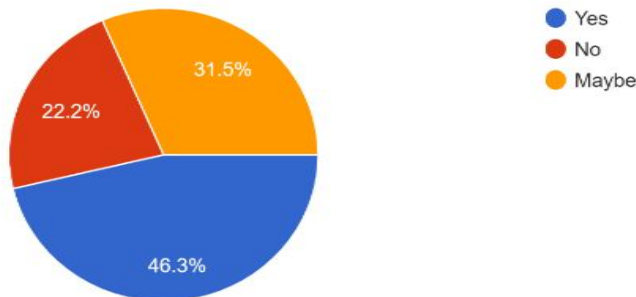
Sample Size: Our sample size is small. We took around **55 samples** from different companies' brand managers, marketers and engineers. All of them has the knowledge regarding digital marketing strategies, software, trends as well as brand managers perspective on integrating all these.

Data Collection Method: For the better and effective output, we chose **social media** to see the perspective of the samples and to reach the samples as early as possible. Modern people addict with social media, that's why we took advantage of that. We circulate our survey form to our selective samples on a peek time when most of the people are actively using social media such as Facebook, Messenger, Instagram, WhatsApp etc. By doing so, the best outcome we got.

The following figure will show the respective findings of our respondents which might lead a brand to take specific opinion on the topic of "How do brand mangers integrate digital marketing strategies into overall brand management plan?". Any brand can find from the survey brand manager perspective, digital marketing strategies as well as digital marketing software.

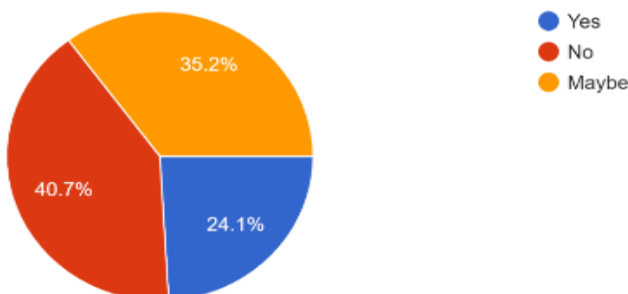
Has a brand manager the full liberty to set any strategies?

54 responses



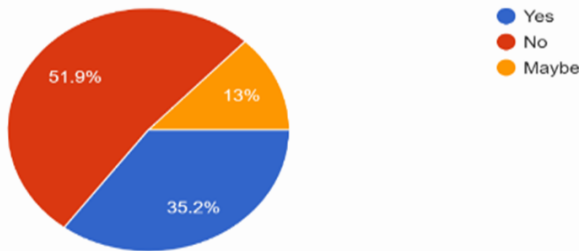
Has a brand manager of Bangladesh the proper knowledge or skills on digital marketing?

54 responses



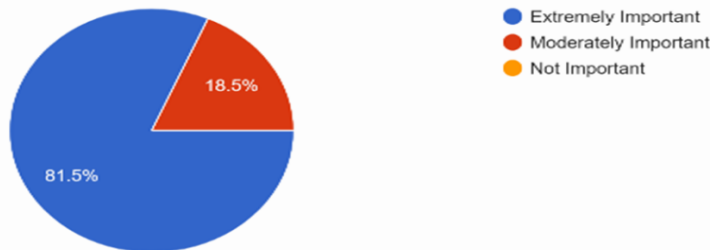
If a brand manager integrate digital marketing in a company, does it break the traditional marketing concept?

54 responses



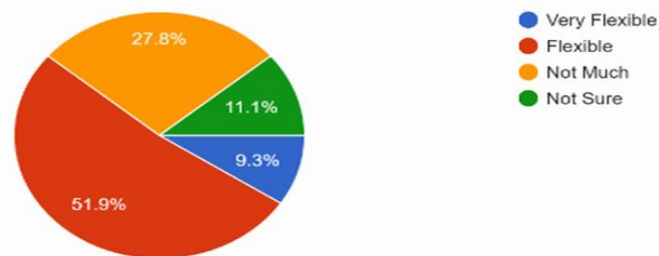
How important digital marketing is to a brand manager for running a brand successfully in Bangladesh?

54 responses



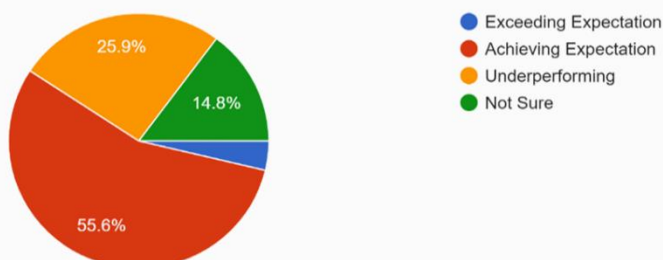
How much flexible a brand manager of Bangladesh in terms of adopting digital marketing trends?

54 responses



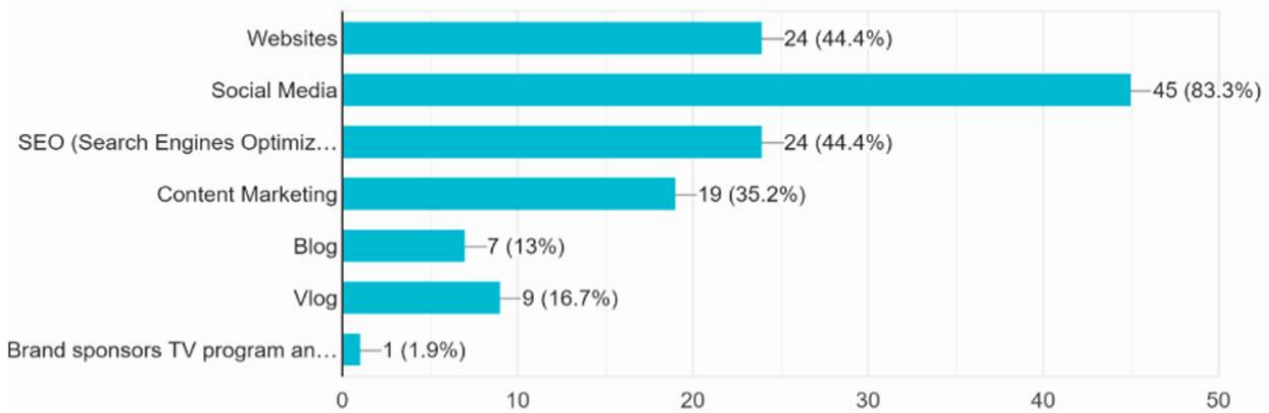
Do you think the brand managers are meeting predetermined objectives successfully in Bangladesh through digital marketing?

54 responses



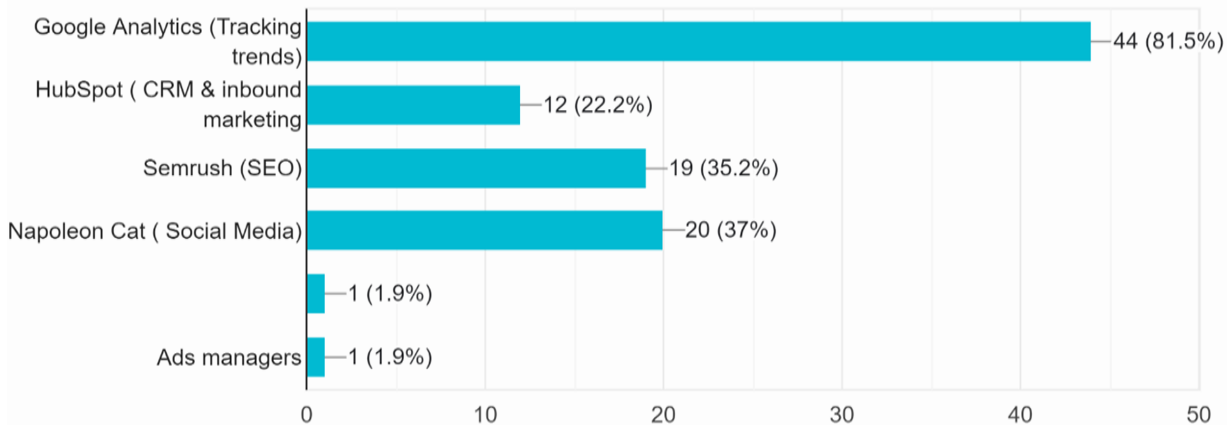
From your perspective, as a brand manager, which digital marketing platform will be best for your company?

54 responses



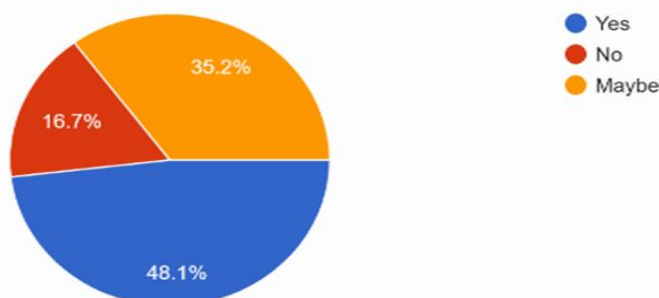
As a brand manager, which software you want to use to integrate digital marketing in your company or business?

54 responses



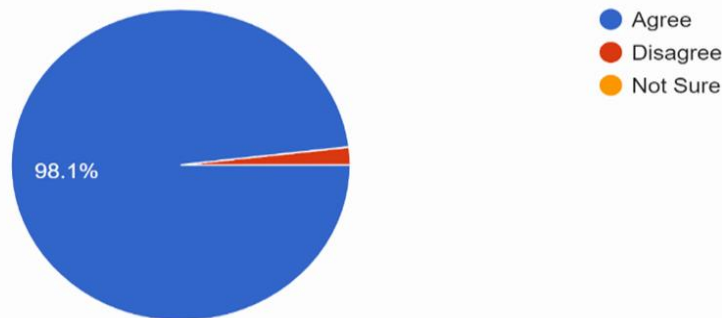
Is there chance to manipulate data or strategies using digital marketing platform by a brand manager?

54 responses



Brand managers must need to incorporate ethical compliance while launching digital marketing

54 responses



All of these can be integrated which will help to integrate both traditional and digital marketing because **Integrated Marketing Communication (IMC)** has increased a lot throughout the world.

Potential Limitation:

All studies have limitation. Limitation of a study is the characteristics of methodology which impacts and influences the findings or outcome of the study. These might create lots of obstacles for the specific research. For this project, we have faced some limitation that might impact findings a bit. The limitations are-

- **Sample Size:** During the survey, one of the main problems regarding the sample size. The sample size is very small. For that reason, we cannot reach the mass people which leads a difficult situation for us to interpret data as well as finding the significant relationship of data.
- **Data Availability:** If data is not available, the findings might not be fruitful. The less availability of data limits the scope of analysis, sample size and trends. In our research, we did not get data regarding the relationship between brand manager perspective and digital marketing.
- **Less Prior Research on The Topic:** Prior research paper, article work as a secondary source that impact the research. On this research, we have lack of cited prior research paper. Citation paper is important for a study and we did not find relevant cited paper.
- **Inappropriate Answer:** Some respondents do not fill the questionnaire honestly. They just fill those normally. They do not even understand the importance of data and give random answer which influence the survey very badly.
- **Finding Respondents:** As we already talked about our sample are those who are currently doing job and have the knowledge about brand, trend etc. We select a very less proportion of respondents so that our data does not manipulate at all. So, it was difficult to find the specific brand managers, marketers, engineers to complete the survey.
- **Difficult to Convey Feelings:** A survey questionnaire cannot convey emotions of the researchers that might mislead the respondents to give the appropriate answer. If we can go to the respondents in person and take their opinion that might be impactful for our research.
- **Lack of Time:** As researchers, we did not that much to reach much respondents which influenced our findings a little bit. If we got few more time that will be beneficial for us to get effective outcome.

In a nutshell, research on a specific study is not easy to cover. There will be always scope to improve a bit in every research which does not mean the existing findings are not correct or authentic. It means there are lots of opening for further research which might relevant and related with this one. On the other side, negative

findings are not the bad thing. It might show the actual outcome of a study.

RESULTS AND ANALYSIS

Different brand uses different digital marketing strategies to acquire their targeted sales. From the literature review we have found some popular integrated digital marketing strategies that the brand uses. Firstly, Search Engine optimization is one of the most popular strategies which is a technique that will keep a website page in higher rank while anyone will search in Google. It's also increased the natural traffic on particular website. Secondly, Social media marketing has drastically changed the traditional marketing as now brands are easily reachable to its potential customer and can generate leads. Almost all brands are on social media now and they promote their product through Facebook, Instagram, Twitter, Snap chat, LinkedIn etc. Thirdly, brands now also use content marketing to promote their brands through blogs, articles, electronic books, flyers etc. Then, Affiliate marketing is very popular in many sectors which people are get monetary value for promoting a product or service. Native advertising which is mostly content driven and unpaid incorporate with other strategies. Also, market automation which refers that the employees who send the newsletter in email, create and plan all the contents for social media channel and update all the customer information timely. In addition to, brands use Pay per click to increase the visitors on their designated websites. Google Ad words is one of the popular platforms that has very popular pay per click model. Another one is Email marketing which vastly uses for providing offers personally to their emails or follow-up them accordingly.

From the survey, we found some effective information from our current marketers who are actively working in the industry and applying the digital marketing strategies. We have around 55 samples who have done our survey and we reach out to them using social media which is the efficient medium we found to reach them. The research questions are based on the perspective of brand managers of Bangladesh, their activity and integrating the digital marketing strategies they use.

Firstly, we asked about how independent are the brand managers in Bangladesh to take any strategy for their brand and 46.3% responders think they have the liberty to set any strategies where as 22.2% thinks they are not and rest are the neutrals. Secondly, we asked about the adequate skills of the brands managers in Bangladesh and 24.1% think they have but 40.7% thinks they are lack of knowledge and skill and rest cannot decide about it. Thirdly, we asked that does traditional marketing breaks away for integrating digital marketing in the brand and 35.2% thinks that it does but 51.9% thinks it does not break it away and rest has no proper idea on that. Then, we asked about the importance about the digital marketing for a brand manager in Bangladesh and we found that 81.5% thinks it's extremely important for the brand manager and 18.5% thinks it's moderately important. Next, we asked that are the brand managers of Bangladesh are flexible to adopt digital marketing strategy for their own and we found that 9.3% are very flexible, 51.9% are flexible, 27.8% are not much and 11.1% are not sure about the flexibility. Also. We asked about the meeting of predetermined expectations of applying digital marketing and we found that a little portion thinks that it's exceeding the expectation, 55.6% thinks it's achieving the expectation, 25.9% think it's underperforming and 14.8% are not sure about it. In addition to, when we asked that which digital marketing platform is best for their company, they refers that prioritize the social media at first, then SEO and websites, then content marketing and after that Blogs and brand sponsors accordingly. After that, we asked which software they want to integrate digital marketing in their company and they ranked google analytics at top, then Napoleon cat(Social media), Semrush (SEO) and next HubSpot for CRM and inbound marketing and lastly Ad managers. Moreover, when we asked that is there any chance of manipulating data or digital marketing strategies by brand manager and we found that 48.1% thinks that it's possible, 16.7% thinks it's not possible and 35.2% has not a clear idea about it. Finally, we asked that does the brand managers need to be ethical while launching digital marketing and 98.1% are agreed and rest are disagreed. From this study, we can assume that some brand managers might have not the liberty to integrate digital marketing but now in the

booming era of digital marketing they can integrate with its offering to reclaim its position and grab market share.

Social Media Engagement:

We believe social media engagement is the by far best digital marketing strategy that has been a significant impact on brand management. From our survey and reviewing articles, papers we also found the similar results that social media engagement has the significant impact.

Social media is the trend nowadays and it’s easily useable for all types of people. It creates marketing opportunity for business which demolish the traditional middleman concept and directly deal with the customers. People are adopting social marketing heavily to grow their business. Social media marketing is marketing which uses online communities, social networks, blog marketing etc. It’s the top and profound “buzz” in marketing currently. Now customers are more into get exposure in social media rather than the traditional channels. Social networking provides trust and goodwill which is the benefits of brand implementing the social media marketing. Social media marketing not only provide efficient communication but also provide accountability to customers and sellers both. Many global companies have found it very potential platform and integrated with innovations to reach new heights in business. Social media Benefits Company by decreasing the cost of staff time and it also maximize the revenue generation. It also increases the brand reach, brand awareness, customer interactions through transactions etc. o company’s use social media to convince consumers that one’s company, products or services are worth to purchase. It is a fluent process to grow the company’s market, brand image and brand loyalty within the people who are potential customers, leads or supporters. Different organizations use social media differently as the industry approach varies to each other. From research shows that charitable organizations use the social media at a large. A Study of 2008 shows that 89% of charitable organization use social media as their top strategy to reach out all the stakeholders which includes blogs, podcasts, social media networking, wiki, video marketing etc.

A study of (Tuten & Solomom, 2019) states that in 2017, a company plans to allocate about one third or half of their marketing budgets on social media marketing in the upcoming 5 years. The study features a comparison of 2013 to 2022 is given below-

Table 1: Current marketing budget spending on social media

2013	2014	2015	2016	2017
23.2	28.7	31.4	33.2	34.5

Table 2: Budget will be spent in next 12 months

2017	2018
34.5	43.5

Table 3: Marketing budget spending will be in next 5 years

2018	2019	2020	2021	2022
43.5	47	49.9	52.1	53.9

These results shows that marketers understand that social media is here to stay and it will be the top most strategy for the companies.

Social media marketing will offer some distinctive advantages to the brands who were not integrated social media into their marketing strategy. Firstly, it will provide not only a window to present its product to the customers but it also hears the customer's guidance and suggestions. Then, it will help to identify the various groups, peers who influenced the customer to keep the organic growth upwards. Lastly, it will occur a very minimal costs compared to traditional way as social sites are free to use. It will to provide exposure to business, increase traffics, help to build new partnership, creates better leads, growth in sales and reduction of costs.

Social media engagement is the key to convert the potential customer to actual one. When a person will engage on a post of Facebook, where they like the post, comment on it, click on the website link etc. These actions can lead to the brand with your friends, more conversions, brand awareness etc.

According to (**Wixted, 2022**), there are some social media engagement strategies we can use for the brands are-

- They can hold a contest on Facebook so that the engagement increase. The Refresh your childhood challenge encourages to share people's best moments while staying in home. People can share their activity pictures and tag to Share it to grab rewards.
- They can have partnership along with a well-known brand on Twitter which might help to double the interaction between two firms.

Comparisons of the results to previous research and industry benchmarks:

From our research we found that our country brand managers are also focusing on digital marketing integration but they some also kept the tradition media marketing. So, brands can both and but in future the trend will be going with the integration of digital marketing solely.

Different industry has different standard set of use in digital marketing strategies and it varies from one to another. In Agricultural sector we found that the use of social media marketing, Mobile marketing and TV Radio advertisings are efficient strategies. Then, in food and beverage sector social media ads and contents are used mostly to grab the potential customer nowadays. (**Setiawan, 2023**) mentions that in Consumer Goods Industry companies do collect customer data and implement social media strategy after the segmentation of customers and they use omnichannel marketing strategy integrated with other digital strategy. Star Ship has used nothing of digital marketing so their position is at the below in industry benchmarks but after the rejuvenation and implementation of digital marketing it will grow and compete for higher market share.

DISCUSSION AND IMPLICATION

A digital marketing strategy is a plan for creating an online presence using tools like social media, paid search, organic search, and other web-based platforms like your website. The purpose of digital marketing tactics is to raise brand awareness for your company and draw in new clients.

On the bigger sample, the significance of data analysis in marketing was proven. Whether marketing managers view digital marketing as a science or an art was one of the questionnaire's questions. We gathered some useful data from the poll from our current marketers, who are actively engaged in the market and using digital marketing techniques. The most effective way we could find to reach the 55 samples who completed our survey was through social media. The research questions are centred on the viewpoint, activity, and integration of digital marketing tactics used by Bangladeshi brand managers.

In the beginning, we questioned how free the brand managers in Bangladesh are to choose any strategy for their brand. Of the respondents, 46.3% believed they had this freedom, while 22.2% believed they did not, and the remaining respondents were neutral. Additionally, when asked if Bangladeshi brand managers had the skills required, just 24.1% said they did, while 40.7% said they lacked the necessary knowledge and abilities, and the other respondents were doubtful. Thirdly, we questioned whether conventional publicity breaks away when digital marketing is integrated into the brand. While 35.2% believe that it does, 51.9% believe that it does not, and the remaining population has no real opinion. Next, we inquired about the significance of digital marketing for brand managers in Bangladesh, and we discovered that 81.5% believe it to be highly significant and 18.5% believe it to be somewhat important. Next, we inquired as to how willing brand managers in Bangladesh are to implement a digital marketing strategy on their own. We discovered that 9.3% are very willing, 51.9% are willing, 27.8% are unwilling, and 11.1% are unsure. When we questioned whether the use of digital marketing was reaching predetermined expectations, we discovered that a small percentage believed it was exceeding them, while 55.6% believed it was attaining them, 25.9% believed it was underperforming, and 14.8% were unsure. Moreover, when asked which digital marketing platform is ideal for their business, they mentioned prioritizing social media first, followed by SEO, websites, content marketing, blogs, and brand sponsors in that order. When we questioned whether there was a chance for brand managers to manipulate data or digital marketing techniques, we discovered that 48.1% of respondents believed it was conceivable, 16.7% did not, and 35.2% were unsure. 98.1% of respondents agreed when asked whether brand managers should practice ethics when initiating digital marketing, while the remaining respondents disagreed. These studies provided some very useful information regarding how Bangladeshi brand managers are integrating digital marketing.

Interpretation of the study's results and their Implications for Brand Managers and firms

A digital marketing strategy is a plan for connecting with your target audience across all digital platforms. It is crucial since it provides you with a framework for using each channel and enables you to evaluate which components are most effective for your company. Based on the data collected, a model of the development, application, and assessment of digital marketing strategies was created.

The strategy is largely being used by agency, media, and advertising staff. However, different responses stressed various steps. The following actions are considered crucial for various companies based on their responses:

Interpretation of the study's results: The target audience is divided up into smaller groups by customer segments. Companies must be extremely personable when attempting to reach consumers as they become more sophisticated and spoiled for choice. The usage of social media by small business owners has increased from 12 to 24% in a year, according to research for The State of Small Business Report by Network Solutions, LLC and the University of Maryland's Robert H. Smith School of Business. Only 23% of marketers used social media in 2009; today, 31% of marketers use social media for business.

Due to the differences in how each industry approaches social media, different organizations use it in different ways. According to research, non-profit organizations make extensive use of social media. According to a 2008 study, 89% of charitable organizations use social media, including blogs, podcasts, social media networking, wikis, video marketing, and other platforms, as their primary method for connecting with all of their stakeholders.

Implications for Brand Managers and firms Traditional Internet advertising strategies like pop-ups and banners have recently lost favour with marketers. Successful companies understand the importance of continual customer relationship management and the possible financial benefits that can result from fostering and enhancing that relationship over time. Managers' focus has returned to the core of customer

relationship management as the Information Technology (IT) boom has peaked. (CRM). IT companies started putting more emphasis on the value of retaining loyal customers when their billion-dollar operations could no longer be sustained.

The author of “Digital Marketing in Bangladesh: A Comprehensive Analysis of Challenge and Prospects,” (Shalauddin, 2022) claims that although brand managers in the developed world have adopted digital marketing, Bangladeshi brand managers are still having trouble integrating and advancing the practice into their operations.

Recommendations for firms looking to improve their digital marketing strategies and their impact on brand management

Due to its ability to increase conversions and brand exposure, digital marketing is a prominent topic in today’s corporate world. It is crucial for marketers to keep up with trends because it is continuously changing based on user wants. (Hachimi, 2021) says that it can take a lot of time to implement an efficient digital marketing plan, which makes it a difficult challenge for many. That is why we are providing you with five straightforward suggestions you may use to intensify your digital marketing efforts.

Start with a High-Quality Online and Mobile Site: Having both High-Quality Online and Mobile Sites is Critical in Today’s Competitive Environment. Quality also refers to elements like speed, design, user interface, and security. It is insufficient to have a website that only offers information or promotes a good or service. Websites need to be optimized for both PCs and mobile devices, as 51% of all internet browsing is done on mobile devices.

Keep a Social Media Presence: Despite the fact that smallest business owners understand the importance of social media, it is all too simple to forget about it when things are hectic. One of the keys to maintaining your social media presence is being realistic about the time you have for it.

Customers won’t find much utility in a social media profile that is out of current. Choose a platform that works for your business and maintain a posting schedule if you only have time to monitor one account. To increase audience engagement, you can share memes with amusing subtitles. Posting memes demonstrates your knowledge of current affairs and your awareness of your audience and market. In the end, memes are just widespread.

Campaigns for consistent online reputation management: In order to provide a positive image to customers, you must constantly work to ensure that your online reputation is beneficial. Along with managing your social media accounts, you’ll also need to create and maintain your business listing on review websites like Google Maps and Yelp.

Your approach for managing your internet reputation should include this. Currently, consumer reviews serve as referrals. If you see a negative review from a customer, respond on the website as soon as possible and politely with the aim of resolving the issue. This will demonstrate to the present client that you care about them and are willing to address any issues that may emerge, as well as to other possible clients. If potential customers see that you have a good rating, positive reviews, and address any complaints professionally, they are more likely to choose your firm for their needs.

Make the purchasing process simple: Recognize the buyer’s journey and what you need to communicate to customers during the entire purchase. There are so many thorough options available when it comes to buyer analysis.

You can track each action a visitor performs on your website, as well as how much time they spend on each

page and even which ones may have prompted them to quit. You may monitor the activity on your website using programs like Google Analytics. Bounce rate, session length, pages per session, and other metrics can be among them. This application offers all the information required.

Minimizing error rates: by removing errors typically brought on by human factors. Machines always carry out tasks according to the predetermined process. Personal digital assistants and human assistants are already widely used. Systems powered by ML are capable of managing challenging tasks and streamlining daily tasks.

Discussion of potential future research directions in this digital marketing strategies and their impact on brand management area based on limitations.

When the internet gained popularity in the 1990s, online marketing had its start. A new world of digital marketing has, however, become accessible to all businesses, big and small, over the past five to ten years thanks to the phenomenal rise of automated software and social media. Strategies for digital marketing help your firm succeed. You may use them to make a detailed plan that is both clear and appealing to your target market.

The worldwide pandemic hastened the development of digital marketing. As face-to-face contacts abruptly fell out of favour, businesses and consumers alike immediately switched their focus and activities online. To develop deeper and more lasting relationships with more technologically advanced clients, marketers have substantially invested in social media, email marketing, mobile apps, websites, landing pages, blogs, webinars, and a number of other digital platforms. As a result, the world of digital marketing has undergone significant change since the epidemic, and numerous ideas and techniques are still in use today.

The consequences of online marketing have permanently altered how businesses function and interact with their clients. Digital marketing tactics had an impact on profit margins and a company's capacity for expansion. A brand's chances of success are significantly reduced if this type of advertising is not included in a larger messaging effort. A company's potential for growth is constrained if it doesn't use digital marketing methods. Let's examine the effects to use digital marketing to expand business:

Use SEO to find clients who you never would have otherwise met: Digital marketing has a greater impact than traditional forms of marketing for a variety of reasons, but one of the most important is that it gives businesses precious information about their customers.

Recognize the sales channels for your business: (Bongers, 2021) mentions that one of the best things about how digital marketing affects business growth is that you can almost watch results happen. You can link a rise in sales that you observe after launching an advertising campaign to your campaign. You can utilize tools to see which advertisements and channels send the most visitors to your website. They are all useful in deciding where to place your next ad buy and how much money to allocate.

Improve your ability to interact with both present and potential customers by communicating your message: Several aspects of the lives of the common individual are dominated by social media. It needs to be a key component of any digital marketing plan you implement. Social media platforms are just one more opportunity to interact with both current and potential customers. Additionally, they give you the opportunity to cross-promote your content on several channels.

Create an online presence: Nobody will find you in today's world if you aren't online. To understand how digital marketing affects branding and business growth, you must create an online presence.

The modern consumer uses Google, Facebook, or social media to ask their friends for recommendations

instead of using a phonebook. You are missing out if you are not present. The typical person uses social media for more than two hours every day. You need to be present when a person decides to look at a good or service, because that is where they will be looking.

When aiming to increase the impact of digital marketing on business growth, a firm should start by setting up its social media profiles: (Schivinski, 2016) says that the corporation has complete control over the message and how it responds to client feedback only in digital media. You are powerless to respond to any reader comments if a news piece about your company is published online. Nevertheless, if you post a critique of your brand on your own social media pages, along with any comments or arguments you have in response, you have complete control over what you say and how you respond to criticism.

Customize your brand and maintain messaging control: The organization has complete control over the message and how it responds to client feedback only in digital media.

You are powerless to respond to any reader comments if a news piece about your company is published online. Nevertheless, if you post a critique of your brand on your own social media pages, along with any comments or arguments you have in response, you have complete control over what you say and how you respond to criticism.

Provide you resources so you may more effectively target your key audience: The more information you have on the users of your website and content, the better you can position yourself going forward. You may learn who engages with your content and when using data analysis. This implies that you can utilize this information to modify both your content and the channels you employ to display it.

Give your customers something of value, and show off content that interests them: (Hwang, 2022) states that content marketing is a significant component of any digital marketing plan. There is more to content than just the text on a website. Web writing, blog entries, social media blurbs and hashtags, videos, and even images are all examples of content. It covers everything. You can be sure that you are giving your customers what they want to see by creating a strategy that incorporates these types of content for your viewers.

CONCLUSION

The purpose of the study is to analyze data from sample to realize the importance of integrating digital marketing strategies into brand management plan and advertise the brand by using digital marketing strategies. Another purpose of the study to provide way so that brands can increase the profit and fame by using digital marketing strategies. Digital marketing strategies are playing very important role in this modern era. The Brand Managers of different companies can get many benefits by using digital marketing strategies especially social media marketing and search engine optimization. By scrolling any posts and contents, the customers can easily know about any brands that the brand managers want to advertise the products and they will be interested to buy the brand. The more customers know and buy the products, the more it will lead to increase the profits and sales of the products which will bring great benefits for the brand managers. Besides social media and SEO, Content Marketing, Affiliate Marketing, Native Advertising, Marketing Automation Operation Team, Pay Per Click, Email Marketing, Inbound Marketing will also play a key role in this platform for broadcasting any brand among the customers. By using digital marketing strategies, the customers especially the new generation customers will be eager to buy and the brand will have a chance to increase profit and sales.

As per findings, we get the information that about 46.3% people agree that a brand manager has the full liberty to set any strategies, 22.2% people disagree about it and 31.5% people are not sure about it. 24.1% person vote that the brand managers of Bangladesh have proper knowledge or skills on digital marketing,

40.7% people disagree about it and 35.2% people are not sure. 35.2% people agree if a brand manager integrate digital marketing into a company, it will break the traditional marketing concept, 51.9% people disagree about it and 13% people are not sure. 81% people agree that digital marketing is extremely important to a brand manager for running a brand successfully in Bangladesh, 18.5% people agree that it is moderately important. 9.3% people agree that a brand manager of Bangladesh is very much flexible in terms of adopting digital marketing adds, 51.9% people think that they are flexible, 27.8% people think that they are not much flexible and 11.1% people are not sure either. 3.7% people agree that the brand managers are meeting predetermined objectives successfully in Bangladesh through digital marketing, 55.6% people think that they are achieving expectation, 25.9% people think that they are underperforming and 14.8% people are not sure about it. 83.3% people think that social media is the best platform for any company, 44.4% people vote to websites, 44.4% people vote to SEO, 35.2% people vote to content marketing, 13% people vote to blogs, 16.7% people vote to vlog and 1.9% people response to Brand sponsors on TV Program. 81.5% people want to use Google Analytics to integrate digital marketing in any company, 22.2% people want to use HubSpot, 35.2% people want to use Semrush, 37% people want to use Napoleon Cat, 1.9% people want to use Ad managers and 1.9% people want to use other software. 48.1% people agree that there is a chance to manipulate data or strategies using digital marketing platform by a brand manager, 16.7% people disagree about it and 35.2% people are not sure. 98.1% people agree Brand managers must need to incorporate ethical compliance while launching digital marketing, while 1.9% people don't think in this way. From the finding, we can reach into the point that most of the people in Bangladesh like digital marketing strategies concept but most of the brand managers are not specialized in this sector. They also think that social media, websites and SEO are the most appropriate medium for digital marketing strategies. The people are curious about digital marketing strategies. By using this, it is a great opportunity for the brand manager to increase their knowledge and skills about digital marketing and implement it into advertising the products.

To our point of view, the research is very much important and applicable to this modern era but our research has some limitations. We have the scope to use 55 sample but we are not capable to use the whole sample throughout the country. If we had the opportunity to use the whole sample, we would collect more accurate result. There are some people who did not take response seriously and gave their opinion by clicking on the random answer. As a result, it is a big obstacle to establish a correct survey and reach into the real result.

In spite of some limitation, we should definitely say that the research is the key role in this modern era as it is related with digital marketing strategies. This research can be made the top method for getting fame and increasing profit of any brand or company. Besides, we can implement this research in another brand especially the new brand. If any new brand uses digital marketing strategies, I think the customers will happily accept it and try to buy the product.

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APPENDIX

Survey Questionnaires

How do brand managers effectively integrate digital marketing strategies into overall brand management plans?

1. Has a brand manager the full liberty to set any strategies? *

1)Yes

2)No

3)Maybe

2. Has a brand manager of Bangladesh the proper knowledge or skills on digital * marketing?

1)Yes

2)No

3)Maybe

3. If a brand manager integrate digital marketing in a company, does it break the * traditional marketing concept?

1)Yes

2)No

3)Maybe

4. How important digital marketing is to a brand manager for running a brand * successfully in Bangladesh?

- 1)Extremely Important
- 2)Moderately Important
- 3)Not Important

5. How much flexible a brand manager of Bangladesh in terms of adopting digital * marketing trends?

- 1)Very Flexible
- 2)Flexible
- 3)Not Much
- 4)Not Sure

6. Do you think the brand managers are meeting predetermined objectives successfully in Bangladesh through digital marketing?

- 1)Exceeding Expectation
- 2)Achieving Expectation
- 3)Underperforming
- 4)Not Sure

7. From your perspective, as a brand manager, which digital marketing platform will be best for your company?

- 1)Websites
- 2) Social Media
- 3)SEO (Search Engines Optimization)
- 4)Content Marketing
- 5)Blog
- 6)Vlog
- 7)Other:

8. As a brand manager, which software you want to use to integrate digital marketing in your company or business?

- 1)Google Analytics (Tracking trends)
- 2)HubSpot (CRM & inbound marketing)

3) Semrush (SEO)

4) Napoleon Cat (Social Media)

5) Other:

9. Is there chance to manipulate data or strategies using digital marketing platform by a brand manager?

1) Yes

2) No

3) Maybe

10. Brand managers must need to incorporate ethical compliance while launching digital marketing

1) Agree

2) Disagree

3) Not Sure