

AI MARKETING **CHECKLIST**



FOR CORPORATES IN BANGLADESH

AI is transforming how marketing works. In Bangladesh, where platforms like Facebook, Instagram, TikTok, and YouTube dominate, AI can help brands run smarter campaigns, reach the right audiences, and grow faster. AI is no longer only for large global brands. Even mid and small -sized Bangladeshi companies can use it to understand their audience, run smarter ads, and grow their business. This guide covers five essential areas every corporate marketing team should focus on.

1. Understand Your Market with Data

Most companies in Bangladesh still rely on scattered data and guesswork. AI helps you make decisions based on facts by showing patterns and opportunities you might miss.

What to do:

- Collect data from all customer touchpoints such as websites, Facebook pages, TikTok ads, retail stores, and call centers.
- Use AI analytics to study how people buy, what times they engage, and which products they prefer.
- Identify trends during special occasions like Eid, Pohela Boishakh, wedding seasons, or cricket tournaments.

- Track competitors using AI-powered social listening to see which campaigns are performing for them.

Why it matters:

Bangladesh has diverse customer groups. Urban shoppers in Dhaka behave differently from customers in rural towns. AI helps you avoid generic campaigns and target each group more accurately.

Example:

A telecom company might discover through AI analytics that mobile data demand is highest at night in certain cities. They can then launch special night-pack offers to match this behavior.

Tools to consider: *Google Analytics 4, Meta Business Suite, Brandwatch, Social Bakers.*

2. Personalize Marketing Campaigns

People expect brands to speak directly to them. Generic ads feel irrelevant and get ignored. AI helps you personalize content and offers at scale.

What to do:

- Group customers into specific segments such as frequent buyers, new customers, or high-value clients.
- Create targeted campaigns for each group based on location, age, and shopping behavior.
- Use AI-powered A/B testing to compare different versions of ads and see what works best.
- Send automatic follow-up messages through email, SMS, or Messenger based on customer actions.

Why it matters:

Personalized campaigns increase customer engagement and loyalty, leading to higher sales and stronger relationships.

Example:

A clothing retailer can send student discounts before university admission season and share bridal collections with customers who previously purchased wedding outfits.

Tools to consider: *Klaviyo, Mailchimp, ActiveCampaign, ManyChat.*

3. Spend Your Advertising Budget Wisely

Ad costs are going up, especially on Facebook and TikTok. AI helps you spend smarter by identifying which ads work and which ones should be stopped immediately.

What to do:

- *Use AI-driven ad platforms to automatically adjust budgets based on performance.*
- *Track conversion rates across channels like Facebook, Google, TikTok, and YouTube.*
- *Cut underperforming ads early and shift funds to campaigns that bring results.*
- *Use historical data to plan for seasonal marketing peaks.*

Why it matters:

Smart budget allocation prevents waste and ensures every taka spent brings maximum return.

Example:

An e-commerce company may find through AI analysis that TikTok ads generate more sales from younger audiences, while Facebook performs better

with older customers. They can divide their budget accordingly.

Tools to consider: Google Ads Smart Bidding, Meta Ads Manager, TikTok for Business.

4. Automate Repetitive Work

Marketing teams spend too much time on tasks like scheduling posts, replying to basic customer questions, or creating weekly reports. AI can handle these so your team can focus on strategy.

What to do:

- Set up chatbots on WhatsApp, Messenger, and websites to answer common customer queries.
- Automate reporting so dashboards update in real time without manual effort.
- Schedule social media posts for the entire week or month in advance.
- Use AI systems to track leads and follow up automatically.

Why it matters:

Automation saves time and money while improving the customer experience.

Example:

A bank uses an AI chatbot to handle questions about account balances and loan information, reducing pressure on its call center staff.

Tools to consider: ManyChat, Hootsuite, Sprout Social, HubSpot.

5. Track Results and Stay Ethical

AI is powerful, but without proper tracking and compliance, it can cause problems. Measuring results helps you improve, and following rules protects your brand.

What to do:

- Use AI dashboards to monitor campaign performance daily.
- Track key metrics such as customer acquisition cost, conversion rates, and retention rates.
- Make changes based on data, not assumptions.
- Follow local and international privacy laws when collecting customer data.
- Be transparent about how customer data is used and get consent before sending promotional messages.

Why it matters:

Accurate tracking shows what works, while ethical practices build trust with customers and protect your brand.

Example:

A retail chain uses AI to analyze which products sell best during Eid, while making sure all customer data is collected securely and with consent.

Tools to consider: Google Analytics 4, Looker Studio, Microsoft Power BI.