Report On

Analysis of Different Marketing Strategies Adopted by a Startup under Social Engagement Group

By

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An internship report submitted to the

Brac Business School in partial fulfillment of the requirements for the degree of Bachelor of

Business Administration (BBA)

Brac Business School

Brac University

October 2021

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing my degree at Brac University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

_____

Md. Fuad Hassan Mahdee

17104203

Supervisor's Full Name & Signature:

_____

Md. Shezanur Rahman

Lecturer,

Brac Business School, Brac University

Letter of Transmittal

Md. Shezanur Rahman

Lecturer,

Brac Business School

Brac University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on "Analysis of Different Marketing Strategies Adopted by a Startup under Social Engagement Group".

Dear Sir,

With due respect, I am hereby submitting my internship report on Social Engagement Group as a requirement of the BBA Program of Brac University. I have prepared the report with the help of your guidance and in accordance with the guidelines of Brac Business School. I have briefly discussed my experiences working in Social Engagement Group and conducted an analysis on the marketing strategies adopted by a startup under the company.

I have tried my best to provide sufficient and supportive information needed for the report and hope that the report fulfills the desired requirements. Therefore, I pray and hope that you would be kind enough to accept my Internship report.

Sincerely yours,

_____

Md. Fuad Hassan Mahdee

17104203

Brac Business School

Brac University

Date: October 07, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Social Engagement Group and the undersigned student at Brac University.

Acknowledgment

It has been a great pleasure working as an intern and preparing my internship report as per the requirement for the degree of Bachelor of Business Administration. It would not have been possible without the continuous support and guidance provided by others, who have contributed to preparing my internship report.

Firstly, I would like to express my gratitude to Allah Almighty, for giving me the ability and capacity to finish my internship report. In addition, it providing me with the proper attitude and patience in completing my internship and preparing my internship report.

Secondly, I would like to express my gratitude to my Internship Supervisor, Md. Shezanur Rahman, Lecturer of Brac Business School at Brac University for his continuous support and guidance during my internship. Sir has managed to provide me with support in preparing my report in the midst of his busy schedule and has shown a lot of patience throughout.

Last but not the least; I would like to thank Kyle Cardoza, Co-founder of Social Engagement Group, for giving me the opportunity to work under his guidance and supervision. Moreover, I would like to express my gratitude for giving me the experience and also for helping me with proper information to prepare my report.

Executive Summary

This report reflects my experiences as a Project Manager in the Project Management Department at Social Engagement Group. The report discusses the overview of the company and my project "Analysis of Different Marketing Strategies Adopted by a Startup under Social Engagement Group".

The report thoroughly analyzes the organizational structure of the company and its policies. It goes through the organizational structure and its offered services. Detailed human resources, marketing, and financial practices of the company have been discussed in this report. Industry analysis according to the industry the company belongs to has been conducted. Furthermore, a strategic analysis of the company has been conducted exploring the company's strengths, weaknesses, opportunities, and threats. How the company faces threats as the barrier of entry is almost non-existent has been highlighted in the report.

The report extensively focuses on the analysis of the marketing strategies adopted by a startup under the Social Engagement Group. It focuses on the strategies and the implication of the strategies by both the company and the client. The report highlights the strategies and workflow to make the strategies work to the extent where they can be successfully implemented by the company. In the report, the impact of Covid-19 also gets highlighted, and the impact it has on some strategies has been pointed out. The results of implemented strategies and the impact of the strategies on the startup have been discussed and presented in this report. Finally, the growth of the company has been shown and how the marketing strategies have helped the company to grow over the past few months have also been analyzed and presented in this report.

Keywords: Startup; Marketing strategy; SMM; Influencer marketing;

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Time Period	Metrics	Before Influencer Marketing	After Influencer Marketing
July to September	Followers	37	235
	Downloads	15	214

Table - 2: Ad campaign metrics from Compete's ad campaign ran in Instagram.

Date	Amount Spent	Link Clicks	Cost Per Click	Reach	Impressions	Frequency	Unique Clicks	Demographics					
								Men			Women		
								People Reached	Link Clicks	Cost per Click	People Reached	Link Clicks	Cost per Click
08/23	$25.8	72	$0.36	2,040	2,433	1.19	75	1786	60	$0.36	238	12	$0.32

/2021	5											
09/17 /2021	$37.42	61	$0.61	4,434	4,706	1.67	61	2,993	764	$0.05	1,350	110	$0.34

Table - 3: Follower growth.

Month	Followers
July	54
August	116
September	235

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List of Acronyms

SEG	Social Engagement Group
SMM	Social Media Marketing
SEO	Search Engine Optimization
ROI	Return On Investment
CEO	Chief Executive Officer

Chapter 1

Overview of Internship

1.1 Student Information

Name: Md. Fuad Hassan Mahdee

ID: 17104203

Program: Bachelor of Business Administration

Major: Marketing and Computer Information Management

1.2 Internship Information

1.2.1   General Information

 Period: 3 months

Company Name: Social Engagement Group

Department: Project Management

Address: 245 ne 14th Street, Miami, Florida 33129

1.2.2   Supervisor's Information

Name: Kyle Cardoza

Position: Co-Founder

1.2.3 Job Scope

Job Responsibilities:

- Perform research on current benchmark trends and audience preferences.

  Researching current trends to keep clients up to date by providing need-based work. Communicating with team members to keep the process smooth.

- Design and implement marketing strategies to align with business goals.

  Arranging meetings with clients and Account Directors to understand client needs and setting up strategies aligned with the current trends. Making a roadmap on how to implement the strategy.

- Set specific objectives and report on ROI.

  Setting realistic objectives and creating reports on the basis of goals and communicating with clients about the reports.

- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos, and news).

  Communicating with team members to create client-specific social media content and sharing them on different platforms on a daily basis.

- Monitor SEO and web traffic metrics.

  Communicating with web developers and SEO personnel on generating SEO reports. Gathering requirements to improve SEO score.

- Collaborate with other teams, like marketing, sales, and customer service to ensure brand consistency.

     As a Project Manager, I am responsible for communicating with different teams to complete projects on time. Communicating back and forth with the clients to understand their needs is key.

- Communicate with followers, respond to queries in a timely manner and monitor customer reviews.

- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures, and blog layout).

     Again, this includes communicating with the teams and clients to make sure we are providing and pinpointing the requirements.

- Suggest and implement new features to develop brand awareness, like promotions and competitions.

     This is another extension of my researching responsibilities and aligning findings with clients' needs.

- Stay up-to-date with current technologies and trends in social media, design tools, and applications.

     Always following what competitors are doing and learning to use new tools with the help of company training is part of my job.

Although these are my core job responsibilities, some of these are more important and frequent than others. My day-to-day activities include making a list of daily tasks and communicate with the team to complete them distinctively. Tracking the completed works and taking feedback from

clients and communicating the changes with the team members. Researching trends is another thing that I am required to do on a daily basis. Being up to date with the latest social media trends helps us to offer diversity to the client. I work as the main communication medium between our clients and the team. For that reason, I always need to be on top of my work, and co-ordinate with the team is the key. I am also responsible for sending reports to clients. The reports include social media metrics, organic engagement reach, SEO reports, and so on. Collecting data from various team members and compiling them together to send comprehensive reports is also part of my job. Attending to any kind of emergency needs from the client's end is on me. Arranging meetings to solve problems among various departments for any kind of task is also one of many things I look after.

1.3 Outcomes

1.3.1 Contribution to the company

- Developing and implementing marketing campaigns and content. Understanding clients' requirements and brand goals to develop marketing campaigns with the help of Account Directors and other team members is a key part of my job. As a Project Manager, I am responsible to communicate and coordinate with the Agency and Clients to deliver results by implementing marketing campaigns along with content.
- Working closely with the marketing head of different clients for digital promotions and other marketing materials.

Arranging and attending regular meetings with marketing departments of different clients and understanding their requirements in order to communicate effectively with teams is a key part of my job and how I contribute to the company.

- Managing day-to-day tasks of ongoing projects.

    Planning and implementing the plan on a day-to-day basis in the coordination of different team members to successfully manage a project is how I am contributing to the company on a daily basis.

- Coordinating with team members and leading them to achieve targets.

    I have team members working with me. Gathering client requirements and communicating with the team members to ensure we are achieving targets is one of the core contributions to the company from me.

- Creating and sending reports to clients.

    Gathering performance metrics from various team members and making reports is one of my jobs. I am helping the company by sending timely reports to various clients.

- Managing and leading meetings with clients.

    Communication is key to keeping clients happy and for that, I am responsible to arrange meetings and leading them to conclusions while understanding client's requirements in the process and then communicating with team members to bring out results is how I am contributing to the company.

1.3.2 Benefits to the Student

- Learning how different companies adopt different marketing strategies.

  Gathering knowledge about USA-based consumers and how companies of different kinds are adapting to various marketing strategies.

- Having first-hand experience in implementing marketing strategies and campaigns and learning from the results.

  As companies move forward with their strategies in place, I am having some first-hand experience of implementing marketing strategies.

- Learning about USA-based companies and their target demographics.

  Knowing how USA-based companies work around targeting their consumers is a great knowledge I am gathering working at the company.

- Having in-depth knowledge about SMM and SEO.

  Learning Social Media Marketing and Search Engine Optimization in detail while working for different types of companies. How things vary from company to company and how to implement unique ideas.

- Learning how to lead different teams and different projects.

  As a Project Manager, I am having to lead different teams of professionals to complete various tasks. As a result, I am learning how to communicate effectively with teams large and small.

- Learning how to multi-task efficiently.

    Project management is all about many different tasks within a

    project. And it is required to be able to multitask without making

    mistakes. It is a crucial lesson for me.

1.3.3 Difficulties

- Adjusting to the working hours as the time zone is different
- Understanding the USA audience

Chapter 2

Organization Part

2.1 Introduction

Social Engagement Group is a full-service 360-degree marketing agency with a specialty in social & digital media. It was founded in 2020. SEG focuses on creating an authentic and genuine connection with a target audience. Focusing on the most important aspects of organic & paid advertising avenues on all platforms combining this with a social media and content marketing strategy that encapsulates the precipice of storytelling. The social engagement group ensures that content created for different clients gets seen and the visiting audiences become loyal followers of the brand, website, and social profiles. With storytelling, authenticity, and an organic approach we ensure a long-standing relationship between your brand and target audience. Newly emerging digital media such as TikTok and age-old media like Facebook and Instagram marketing is of Social Engagement Group's specialty. Reaching more people without paid advertisements is one of the core things that the agency offers. Developing website for businesses and maintaining them with effective Search engine optimization is also in Social Engagement Group's repertoire.

2.2 Overview of the Company

Social Engagement Group consists of a mid-sized team. All the team members are closely knitted together. As a marketing agency, there needs to be cohesion and it is present well and truly within the company. Weekly update calls are the time when every member shares their work update and difficulties they are facing. Upcoming events and deliverables are also discussed during the weekly calls. The various departments of the company are overviewed by the two CEOs and the Project Manager. The Business Development team is made of two founders of the company. New client acquisitions are handled and managed by the CEOs and Project Manager. The Organogram of the Company is given below.
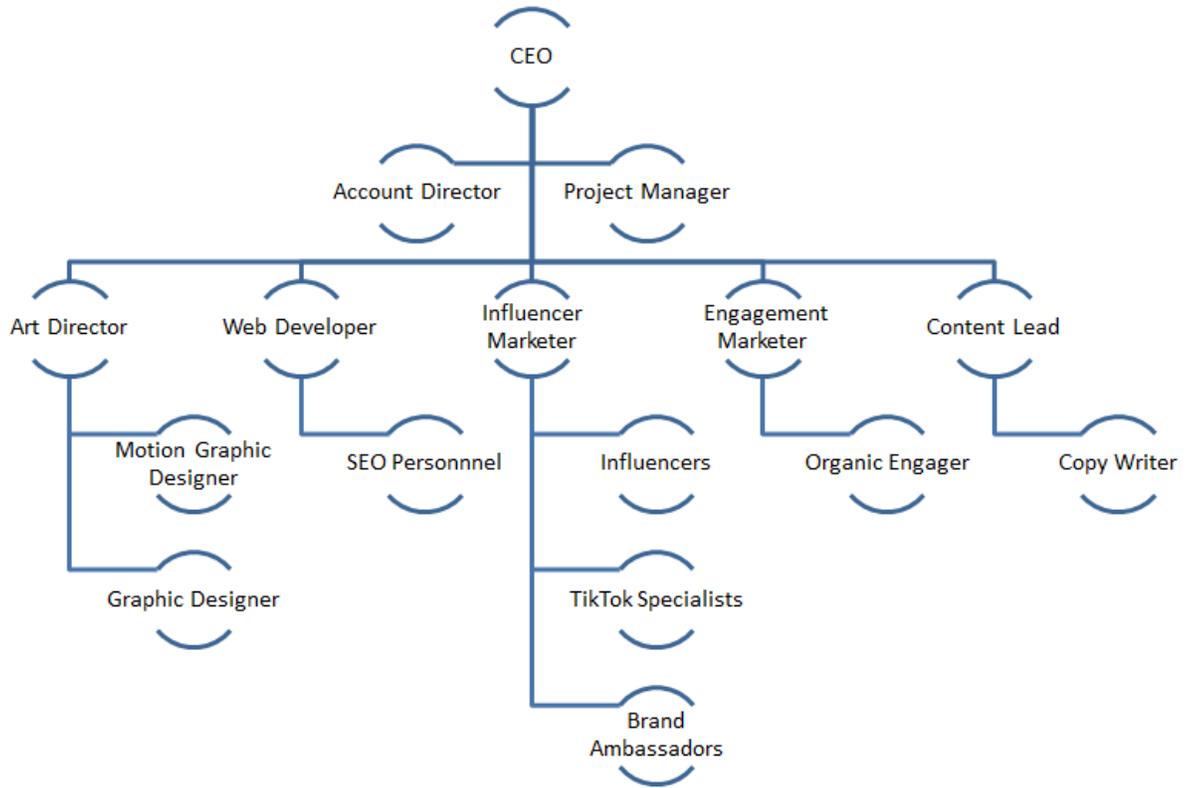
Figure 2: Organogram of Social Engagement Group

2.2.1 CEO

The company has two CEOs. The two founders make all the important decisions regarding the company.

2.2.2 Project Manager

The Project Manager is responsible for handling the day-to-day activities of the agency. Starting from coordinating with team members to setting up and attending meetings with clients to understand their requirements.

2.2.3 Account Director

The Account Director is responsible for proposing campaign ideas and refining client requirements. The person is also responsible for coming up with different strategies and work with the project manager to propose them to the clients.

2.2.4 Art Director

Art Director is responsible for coordinating with the project manager to understand given tasks and then communicating with graphic designers to come up with a final product.

2.2.5 Web Developer

The web developer is responsible for meeting the requirements for creating websites according to the requirements of clients. The developer works closely with SEO personnel to maximize website traffic and generate reports.

2.2.6 Influence Marketer

Influence Marketer is responsible for setting the influencer tone for a specific client and creating the strategies appropriate for influencer marketing aligned with the client.

2.2.7 Engagement Marketer

The engagement marketer is responsible for setting the tone of engagement according to a client's requirements. Giving training to organic engager is also their responsibility.

2.2.8 Content Lead

Content lead works closely with Project Manager, Account Director and comes up with appropriate content by conducting proper research. They work with copywriters to create the perfect tone for a graphic of blog content.

2.3 Management Practices

Social Engagement Group follows a Democratic leadership style. Every member of the company is valued equally and everyone's voice is heard. During internal meetings, every member of the company is encouraged to share their thoughts. The company tries to solve problems and disputes by hearing everyone's opinions.

2.3.1 Human Resource Practices

Hiring or recruiting is handled by the two founders of the company. Sometimes the Project Manager is given the responsibility to narrow down applicants for a particular position. Hiring advertisements on various social media platforms is one of the ways the agency tries to get applicants. Many employees are working here at the moment, joined on reference. One of the founders, Kyle Cardoza is a Social Media Strategist and has a huge following base on TikTok and Instagram. The agency got many applicants through advertisements posted from his accounts. Social Engagement Group is very eager to invest in its employees and offers its employees training and fully paid courses on topics related to their roles. The agency has a paid account on Skillshare from where employees can learn any

type of courses they want. They arrange short seminars and webinars from time to time with industry experts and let the employees gather insights from the experts on relevant fields. They also offer commissions based on client onboarding. Meaning, if anyone can bring clients, they will receive a certain amount.

2.4 Marketing Practices

As a marketing agency, Social Engagement Group doesn't have a full-blown marketing department. It sources its clients usually through word of mouth. Sometimes clients come referencing Social Engagement Group's work with other clients. Apart from that, Social Engagement Group sometimes markets itself by emailing its portfolio to businesses that are actively looking for marketing agencies. The agency tries to separate itself from its competitors by offering maximum exposure without having to pay. As TikTok marketing is booming in the USA, Social Engagement Group is trying to capitalize on it. Many businesses are now trying to market their services through TikTok advertising. The agency is on its way to becoming the industry leader on that front. There are many big and successful agencies in the market but almost none of them are offering TikTok marketing services like Social Engagement Group. With a team of expert TikTok marketers, the agency is looking forward to attracting big companies as its clients.

2.5 Financial Performance and Accounting Practices

There are many international employees working at Social Engagement Group. The agency deals with its international employees by making them sign an international

contract form provided by the USA government. They categorize every international employee under certain departments such as Management Support, IT Support, Technical Support, etc. As a result, when the agency sends salaries, the employees receive remittance from their government. For example, the agency sends my salary through Bkash and I receive a 10% remittance incentive from the Bangladesh government. There are some employees who receive their salary on the basis of the amount of work they do. Graphic Designers are such employees who receive payment per design. The designers send invoices and receive the payment. Some interns receive their payments on a weekly basis. They are mostly USA-based employees.

As the agency labeled its Financial and accounting information confidential, I was not able to look into it to do further analysis to showcase their profit/loss margins.

2.6 Operations Management

The company uses its own domain to store all the information about clients and employees. For Project Management, Trello boards are being used. For each client, there is one dedicated Trello board. There are 6-8 tabs on every board. The tabs and their functionality are as follows:

- Backlog: Backlog is where all the ideas and upcoming project works stays stored. The ideas and action items get discussed and refined in the backlog.

- To Do: Refined and finalized ideas or action items go into the "To Do" tab where they get assigned to the team members who are responsible for the work to get done. Deadlines and instructions are given in this section as well.

- In Progress: When a task is in progress, that card is shown in this tab. This helps the client and other team members to be in the loop of what is in progress and what is to do when the current task is completed.

- Quality Check: After a task gets done, they are moved into this tab to get examined by the project manager and client. If there is any feedback, the task goes back to the "In Progress" tab for a redo.

- Done: After getting checked in the "Quality Check" tab, if the task is completed, it moves to this tab.

- Reported/Posted/Scheduled: All tasks that are in the "Done" tab, move to this column once they are reported or posted, or scheduled.

- Organic Engagement: Screenshots and links of organic engagement gets listed in this tab for the client to have an overview of how their brand is getting exposed to different people.

- Canceled: Any task that gets canceled after moving into the "To Do" tab goes into this section.

Apart from Trello, Google products are being used to manage, schedule, and operate other tasks. The meetings get conducted through Google Meet. The reporting is done by Google Sheets. Google Drive is used to store all the relevant information regarding clients so that anyone can get access at any given time.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces

Figure 3: Porter's Five Forces

2.7.1.1 Threat of New Entrants

The threat of new entrants points to the fact how easy it is for other competitors to enter the industry. As the new era of marketing is has emerged with everyone looking to adopt Digital and Social media marketing, the threat of new entrants is very prominent in the industry.

There are literally no barriers to entry into the industry. Brand loyalty among business owners is very little as the industry is all about results and exposure. Government policies are very lenient and it is encouraging entries into the industry. The capital requirements are also not very large and return on investment is a given provided very basic handling of the business.

2.7.1.2 Bargaining Power of Buyers

The power of buyers that allows them to bargain the price, quantity, and in this case quality is referred to as the bargaining power of the buyers here. As there is a large number of marketing agencies existing in the market, the bargaining power of the buyers is very high. If the prices and conditions are not favorable, buyers will look for a different vendor.

2.7.1.3 Bargaining Power of Suppliers

The bargaining power of suppliers is the power of the suppliers to negotiate prices, quality, and quantity. In this case, suppliers are also available in plenty. Many freelance graphic designers and web developers are available to get hired. The price range is very flexible. As remote working is possible, suppliers can easily work from their home and as a result, cheap suppliers are available if searched properly. Many Asian and European suppliers are available at a very low price. Thus bargaining power of suppliers is moderately low.

2.7.1.4 Threat of Substitute Products

Many companies and brands that have worked with marketing agencies now tend to switch to their own internal marketing department. As a result, marketing agencies are now having to up their game big time. Marketing agencies are having to constantly update their strategies and offering the brands something new every now and then. Making the brands stick with them. Again, not every brand or company is able to maintain a full-blown marketing department of theirs own. Therefore it can be said that the threat of substitute products is medium.

2.7.1.5 Rivalry among existing competitors

There is a huge number of marketing agencies available in the market right now. The industry is very competitive and well saturated. The industry is growing exponentially. The difference in terms of quality work is present. Brand loyalty is moderately low as the barriers to exit are not that relevant. Also, the switching cost is very minimal. Therefore, the rivalry among existing competitors is very high.

2.7.2 SWOT analysis

2.7.2.1 Strengths

Strengths are the factors of a company that allows it to have authority over its rivals in the industry. The strengths of a company allow it to capitalize and strive further. Social Engagement Group focuses on making its customers pay less and get more. Doing organic engagement to gain more

customers is one of its strengths. Also in the US market, TikTok

marketing is booming and Social Engagement Group is offering marketing

through TikTok to its clients. Almost no other agency is doing that at the

moment.

2.7.2.2 Weaknesses

A company's weaknesses are its failings in the field of work which give

its competitors a chance to take away businesses. As a new agency, the

company's portfolio is not that heavy and as a result, the company is

struggling to sign big companies. But as time goes, the company will be

able to sign big companies under their umbrella. Another weakness can be

that the company does not have a dedicated Business Development team.

This can be seen as that sourcing new clients is not a priority for the

agency. In the long run, this can be a crucial factor. Because without a

dedicated business development team, the agency's growth will not gain

pace. As a result, the company portfolio will stay as it is and that will not

allow big companies to be on board with the company.

2.7.2.3 Opportunities

Opportunities are gaps that are available within the industry for a company

to fill up and thrive. In Social Engagement Group's case, there are plenty

of opportunities available within the industry. TikTok marketing is

booming in the USA and the agency is moving in the right direction with

its many TikTok specialists and social media strategists. If the company

can maintain consistency, it can become one of the industry leaders in the

sector. There is also an opportunity to grow in terms of Organic

Engagement which is one of the specialties of the agency.

2.7.2.4 Threats

Threats can be seen as shortcomings of a company that can be intervened

by competitors and take away businesses. As there are many different

types of companies and not everyone is looking for the same type of

marketing. A more diverse offering may be required to attract more clients

as there are many established marketing agencies in the market at the

moment. Competing against the big fishes will require something extra

and the Social Engagement Group should focus on that more. For

example, a more diverse package concentrating on both ATL and BTL

marketing could be useful to attract more clients. Lack of diversity in

offerings is one of the biggest threats.

2.8 Summary and Conclusions

To summarize, it can be said that as a newly established agency, Social Engagement

Group is moving in the right direction. With time and patience, it can become a big

agency in the region. It is offering some unique services at the moment and capitalizing

on those can be beneficial for the company in the long run.

2.9 Recommendations

Social Engagement Group strives to be one of the top marketing agencies in the region. In order to achieve that they need to keep working on themselves. And the process can start by creating a diverse portfolio which can help other businesses to be more interested in working with the agency. Keeping working with small businesses and making them successful even if the revenue margin is low can be another way to improve the overall brand identity. Being a part of success is always a plus. Coming up with new strategies that the competitors haven't thought of can be another way to stand out among the crowd. This will align with the vision of the company to be in the top ranks. Social Engagement Group should also work on offering customers more customized services. For businesses small to large, a more customized service might become the key. Doing more offline marketing can be helpful for the portfolio and the business itself as it will attract more clients of different types. Emphasizing self-promotions should be another thing that the company should really focus on. Running paid ads on different platforms might be a way to gather more business under the umbrella as well as increasing brand awareness.

Chapter 3

Project Part

3.1 Introduction

I am working as the Project Manager for Social Engagement Group and working closely on the launching of a new tech startup named "Compete". It is an application that will allow users to film and share their sports activities. It's a unique app and to make it a successful one is Social Engagement Group's challenge.

3.1.1 Background Information

Social Engagement Group is a marketing agency with a specialty in Digital and Social Media marketing. In today's era, the marketing scenario is very much reliant on the companies wanting to expand their brand through digital platforms. For this, companies and businesses are trying to reach their target customers through every digital platform. Different kinds of startups and already established businesses are eager to hop on the bandwagon of digital and social marketing to keep up with this digital era. For startups, Digital and Social Media Marketing are key as it can be done without a hefty budget and will be giving results if targeted effectively. Digital and social media marketing allow companies to achieve their marketing objectives at a relatively low cost (Ajina, 2019).

"Compete" is one of those newly founded companies. It is an application that is targeted towards athletes. All kinds of sports are categorized in the application. Athletes can put their scores and compete with others through the application. The goal is to make ordinary athletes compete with each other through the application. To make the application known to general people, the company has signed up with Social Engagement Group. The goal is to work towards kick-starting the application, reaching out to users, and making the application a sustainable business. In order to do that, the agency is proposing and upon mutual agreement, adopting different marketing strategies. Social media enables companies to connect with their customers, improve awareness of their brands, influence consumer's attitudes, receive feedback, help to improve current products and services and increase sales (Algharabat et al., 2018).

3.1.2 Objectives

The main goal of the report is to analyze the findings of the different types of marketing strategies adopted by a newly founded company in order to reach out to users and expand the business. The analysis will be based on the different marketing strategies adopted and proposed by the marketing agency. The objectives of the report are:

- Assess different marketing strategies undertaken by the company and the agency.
    - Finding out the strategies implemented by the company
    - Analyze and assess the implementation of each marketing strategy.
- Evaluate the outcomes of each marketing strategy.

- ○ Outcomes from the adopted strategies.
- Measuring the growth of the company after the implementation of the marketing strategies.

3.1.3 Significance

By analyzing the strategies adopted by an up-and-coming business, the impact and implication of different marketing strategies will be understood. It will be relatable to many future or recent digital marketing strategies and help to understand the impact.

3.2 Methodology

I will be doing this study under the guidance of my supervisor who is one of the founders of the company. I will be given the required data and insight to complete the study. Initially, the marketing strategies adopted will be reported along with the undertaken activities to support those strategies. Furthermore, the result and shortcomings of the strategies will be discussed and analyzed. The methodologies are as follows:

- Marketing Mix: 4Ps
- Market Penetration Strategy
  - ○ Digital Marketing
  - ○ Influencer Marketing
  - ○ Brand Ambassador Marketing
  - ○ Door to Door Marketing

- Product Development Strategy

  - Beta testing

- Push/Pull Strategy

- Market Development Strategy

For each of the strategies, workflow and their effectiveness along with their shortcomings will be analyzed. How each strategy adds value to the company will also be looked into. While analyzing each strategy, different marketing tools which are being used will also be analyzed.

3.3 Findings and Analysis

Compete is using various marketing tools within Through The Line and Below The Line marketing strategies. These tools and strategies will help Compete to create brand awareness, build a user base, and eventually turn the company into a profitable one.

3.3.1 4Ps of Compete

The marketing mix is a combination of factors that can be controlled by a company to influence consumers to purchase its products. Here, we will look into Compete's marketing mix.

Product: Compete is a mobile application that will allow athletes all over the world to compete against each other. Every kind of athletic or sporting activity is available in the application. Users

can create and access the application from any country of the world. The target of the app is to make every little workout or recreational sports activity competitive. People all over the world take part in many athletic or sporting activities. Compete will provide a platform for the amateur to professional athletes all over the world to compete against each other. Coaches can also register and take part through the application.

Price: As a mobile phone application, it is currently free to download and use. To make it easier and exciting for the amateur target group to join the app has not launched any premium version. In the near future when the app will have a large professional user base, from where various professional sports teams can scout athletes, it can open premium features where users will have to pay an amount to enable the option to get scouted.

Place: The app is on its beta version and named Sportsmash by Compete available to download from Google Play Store or Apple App Store. There is an option to use referral codes while signing up. Compete's website is also up to date. Through their website, it is possible to know more about the product and register as a player or coach.

Promotion: Compete is the first application of its kind. To take the first mover's advantage, they are trying to reach out to as many amateurs to semi-professional to professional athletes as possible. They are trying to penetrate the market with their USP. Their target market is huge and the growth ceiling is potentially quite high. They plan to take steps that will take their application to their end-users. To do that they are trying to minimize the noise as much as possible. Compete as a company is using a number of marketing strategies and tools to promote the application. They are:

- Digital Marketing
- Influencer Marketing
- Brand Ambassador Marketing
- Door to Door Marketing

3.3.2 Market Penetration Strategy

Among other social media, Compete is targeting to become one for the athletes. Compete is trying to use the Youth and Adventure appeal to attract its target market. Compete plans to market user-generated content later on when there will be plenty of users. Before that, for the time being, to give the target audiences something exciting, Compete is working on reaching out to their target market using various marketing tools and strategies.

Digital Marketing: Compete is using their social media to promote their application by releasing different types of graphic content on the usage of their application. Being an application where people can compete with one another, has a lot to show to the users as to what they can do. Compete has undertaken various kinds of digital marketing strategies to cover that up. Starting from static graphic contents to motion graphic contents, the brand is trying to show their target group how to use the app initially. The brand is targeting young athletes or high school students who are interested in sports. The wide range of sports is letting Compete to come up with a wide range of sports-related contents. They have launched their digital marketing campaign with motion graphic content showing people taking part in various sports and aligning that with the app. The heavily boosted video attracted many users. They are also working on many other contents like that.

Here are some of the contents

Influencer Marketing: Compete is a USA-based company. Their initial target customers are USA-based. In the USA, High school, College and

University sports teams have a huge influence over shaping a generation of athletes. Compete is targeting those amateur and semi-pro athletes with good social media followers. Initially, they have instructed SEG to find out athletes with 2,000+ followers on Instagram. The athletes are from various kinds of sports starting from water skiing to football and other sports. They have also targeted skateboarders, baseball players, and so on. These influencers are targeted with the plan to make them the first beta testers for the application. These influencers are receiving incentives as well. They are being requested to download the app and open an account and share their athletic videos and encourage their follower base to do the same. This influencer marketing is turning out to be really successful as many influencers are sharing the application's know-how to their considerably large follower base.

Impact of the tool and Strategy:

Here are some data to showcase the impact of Influencer Marketing.

Time Period	Metrics	Before Influencer Marketing	After Influencer Marketing

July to September	Followers	37	235
	Downloads	15	214

Brand Ambassador Marketing: Compete is also working with brand ambassadors to spread positive word of mouth about the app and its usage. These brand ambassadors are being searched sportswise with a considerable amount of social media presence and experience. These ambassadors are also working as opinion leaders. SEG is hiring brand ambassadors for Compete. Many of the brand ambassadors hired are public speakers and have a huge follower base on different social media platforms. The ambassadors will be required to go into different related seminars and spread the word about the Compete app. For Covid regulations, this strategy is not working as expected. Seminars aren't allowed to take place in many places. As people need to get vaccinated to be allowed to be present in seminars, the strategy is not just working out.

Door to Door Marketing: Compete is trying to reach out to their target customers through the door-to-door marketing strategy where they are designing lucrative flyers to be printed and posted around high schools and colleges and athletic arenas. These flyers contain information about how the app works and how to download it. These flyers are also posted around public areas to get more users onboard.

Here we can see a flyer designed for it to be posted as planned.

Figure 4: Flyer for Compete

3.3.3 Product Development Strategy - Beta Testing

Compete as a mobile application initially wanted to start with the name
"Compete". For some legal issues, they had to change their website name
to getcompete. While they were almost at the end of launching the app,
SEG suggested launching a beta version first and initiate test runs through
its target audience to understand the sectors of improvement. Compete
implemented that idea and launched a beta application named
"Sportsmash by Compete".

This is where influencer marketing came into play. The influencer marketing team collected profiles with a large following base. People who have influence over their peers. Mainly athletes who play for their high school, college, or university team. These influencers were contacted through various means and asked to be part of the beta testing team. The beta testing team will be compensated through amazon gift cards and other ways. The beta testing team is very crucial to the success of the application because before launching the final version of the application, the company wants to be bug-free and give the users an outstanding experience. Compete will be the first app of its kind and they want to keep the expectation high and use that first-mover advantage effectively. The beta testing team is asked to use every feature of the app. The influencers are of various sports backgrounds and some are athletes. Therefore, different categories of the app will be used and any bug experienced will be reported to the authority. Compete authorities will analyze and release app updates every three weeks. The goal is to make the app clear of any bugs and ready to handle the pressure of a huge number of users. The beta testing team will also be turned into end-users when the app is fully ready because the beta testing team is also made of athletes. As of now, the beta testing is ongoing, and the Compete development team is releasing updates regularly.

3.3.4 Push/Pull Strategy

Compete have taken the push strategy where they are pushing an idea into the market. In the USA, short video-making applications were always popular. Starting from Vine to now TikTok. Compete is looking to be the first one to target a niche market of athletes and coaches who will be sharing short videos of athletic activities.

Compete has taken the Blue Ocean strategy where they are creating a need and providing the solution for that. They are creating an uncontested market space and filling it themselves with the app.

3.3.5 Market Development Strategy

Under the market development strategy, Compete is creating paid ad campaigns through Facebook and Instagram. The goal of paid ads on social media platforms is to get targeted users to download the app. In order to achieve that, the ads are containing links to the Compete website. Upon clicking the link, users will be directed to the website where everything about the app is explained. This also helps the ads to be minimalistic and not required to explain elaborately about the application. Although Compete is also open for coaches, at the moment creating a large user base is the goal and as a result, the paid ad campaigns are not being targeted towards the likes of coaches but only athletic people. So far, two ad campaigns were launched and the results were promising. The

target demographics were divided into Men and Women groups. The age range was from 16-30 with an emphasis on the youth crowd as Compete is working with High school athletes from the beginning.

Date	Amount Spent	Link Clicks	Cost Per Click	Reach	Impressions	Frequency	Unique Clicks	Demographics					
								Men			Women		
								People Reached	Link Clicks	Cost per Click	People Reached	Link Clicks	Cost per Click
08/23/2021	$25.85	72	$0.36	2,040	2,433	1.19	75	1786	60	$0.36	238	12	$0.32
09/17/2021	$37.42	61	$0.61	4,434	4,706	1.67	61	2,993	764	$0.05	1,350	110	$0.34

3.3.6 Evaluation of the outcomes

The marketing strategies adopted by Compete are more or less bringing in results as predicted. However, some strategies were not as fruitful as others. To label a strategy as successful for Compete,

we will have to understand the objectives of each marketing strategy. Then we will take a look into the results or outcomes of each strategy and cross-check with set targets whether that strategy matched with the goal or not. If the objectives were met the strategy can be labeled as a successful one. Otherwise not.

3.3.6.1 Market Penetration Strategy

Objective: Creating brand awareness.

Implementation: The implementation of this marketing strategy went underway by the use of some tools like Digital Marketing, Influencer Marketing, Brand Ambassador Marketing, Door to Door Marketing. The detailed implication and workflow of each of these tools were discussed earlier.

Outcome: The main objective of this strategy was to create brand awareness for the company. Some of the tools brought success to the company. Digital marketing campaigns brought followers to the brand's social media accounts. Compete started campaigning from the month of July. And the followers' breakdown on their Instagram account is as follows:

Month	Followers
July	54

| August	116
September	235
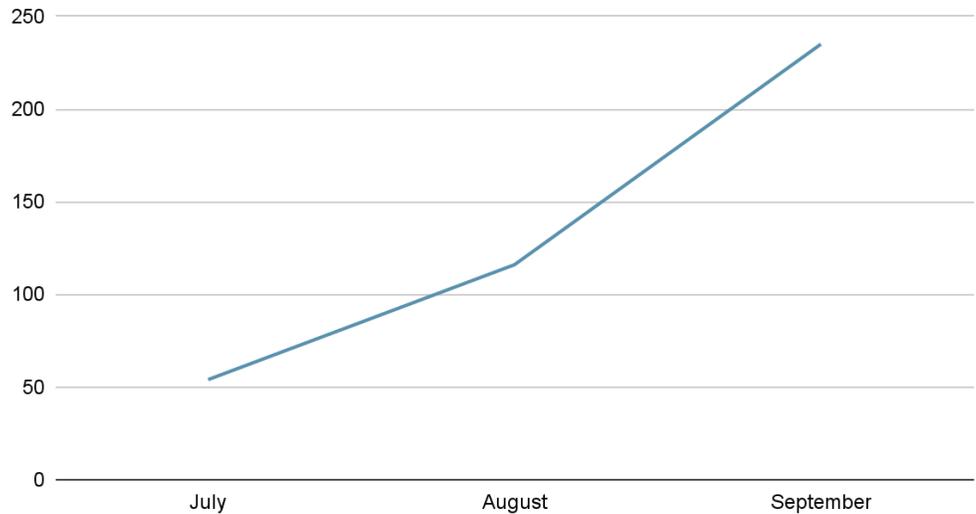
Follower Growth

Figure 5: Follower Growth

Besides Digital marketing, the Influencer marketing tool is also helping Compete to grow. Follower growth is also a part of investing in influencers. With the help of Social Engagement Group, Compete has a database of more than 10,000 influencers around the USA. But working with the influencers at this stage has become a bit expensive as he offered incentive from Compete is not enough. Due to budget constraints investment in the influencers had to stop at the moment.

Another tool that became obsolete is Brand Ambassador

Marketing. The goal of implementing Brand Ambassador

marketing was to spread credible word-of-mouth which would

expose the brand to potential customers. Due to Covid restrictions,

brand ambassador marketing is on halt.

Compete also using the door-to-door marketing strategy to increase

brand awareness. Creating flyers and printing them near schools

and sports grounds was thought to be successful but this was

closely related to Brand ambassador marketing as they were

supposed to hand out flyers. Even without the help of brand

ambassadors, Compete tried to paste flyers around relevant areas

but tracking the success rate for that is difficult.

Evaluation: Considering the outcomes of the strategy and the tools

related to it, it can be said that the goal of creating brand awareness

could not be achieved just yet as some of the tools are not bringing

results as expected. Apart from digital marketing, the other tools

are not bringing any notable results as of now.

3.3.6.2 Product Development Strategy

Objective: Making the final product more user-friendly.

Implementation: The implementation of this strategy went

underway with beta testing. Some of the influencers gathered from

influencer marketing agreed to test the app and provide feedback.

They were hired for a short period of time precisely for two releases.

Outcome: From the beta testers' feedback, Compete released two updates. After that, the contract with the beta testers was over. The feedback from the beta testers was helpful for the app to be more user-friendly as the testers were part of the target consumer group.

Evaluation: The Compete authority reckoned two updates after the feedback from the beta testers will be adequate for the time being as the app does not have a lot of active users at the moment. From that perspective, the objective of making the final product more user-friendly was met.

3.3.6.3 Push/Pull Strategy

Objective: The main goal of this strategy was to push the product into the market and try to emulate the success of TikTok or Vine as Compete is similar in terms of functionality.

Implementation: Pushing the app into the market and generating active users would be possible if brand awareness could be created in a proper fashion.

Evaluation: Pushing the application into the market was not done successfully as people could not be made aware of the product and its know-how. However, with proper implementation of previously

mentioned strategies, this strategy can become successful in the near future.

3.3.6.4 Market Development Strategy

<u>Objective</u>: The objective of the market development strategy is to develop the market in favor of the Compete app.

<u>Implementation</u>: Compete as a brand is running paid ads on Facebook and Instagram with various graphic content linking their website. As of now, the paid ads are bringing website views and downloads although the pace is slow. With the help of proper targeting, the paid ads can bring in a lot of users in the future.

<u>Evaluation</u>: As we have seen previously in the case of paid ads, the more amount spent, the more people are being reached. Continuing this process further will only bring in good results. If the brand awareness strategies can be implemented successfully, these paid ads will work better. As we can see, increasing the spending range by only $10 is making the ads reach more than double people. With proper targeting, in time the ads will only perform better. To conclude, it can be said that the Market Development strategy is working pretty well for Compete at the moment.
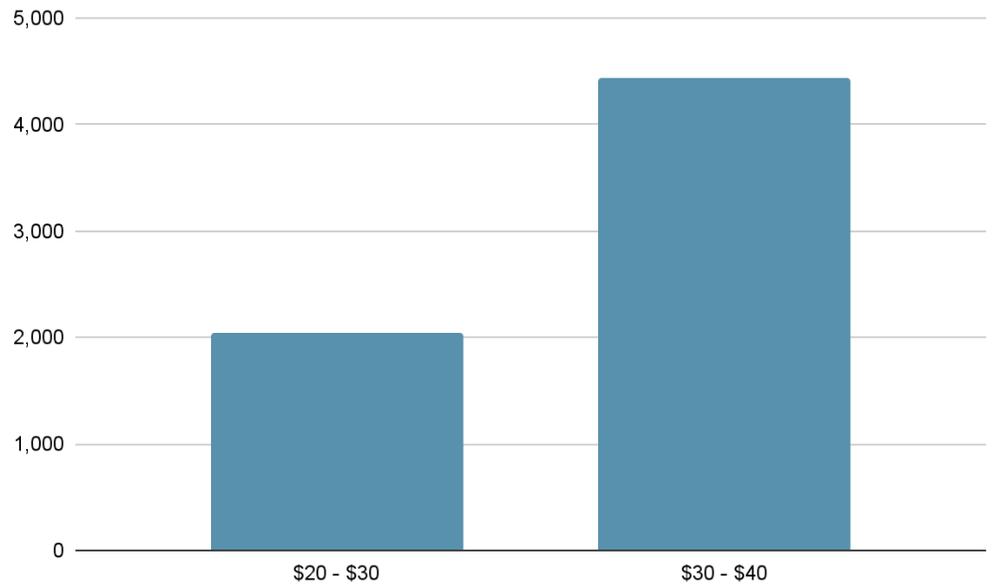
Figure 6: Impact of paid ad campaign

3.3.7. Growth Measurement

Compete has started working with the Social Engagement Group from the month of June. The first month was spent strategizing and creating the roadmap for the upcoming months. Compete was more or less active in social media since April 2020. After more than a year, the company decided to work with a marketing agency to promote themself. Ever since joining, their growth in terms of social media following has been quite good compared to the previous year. The app download counts and updates to fix bugs went underway pretty smoothly. If we take a look at their Instagram growth since the beginning of their journey, we can

understand how much they are growing as a company after
teaming up with Social Engagement Group.
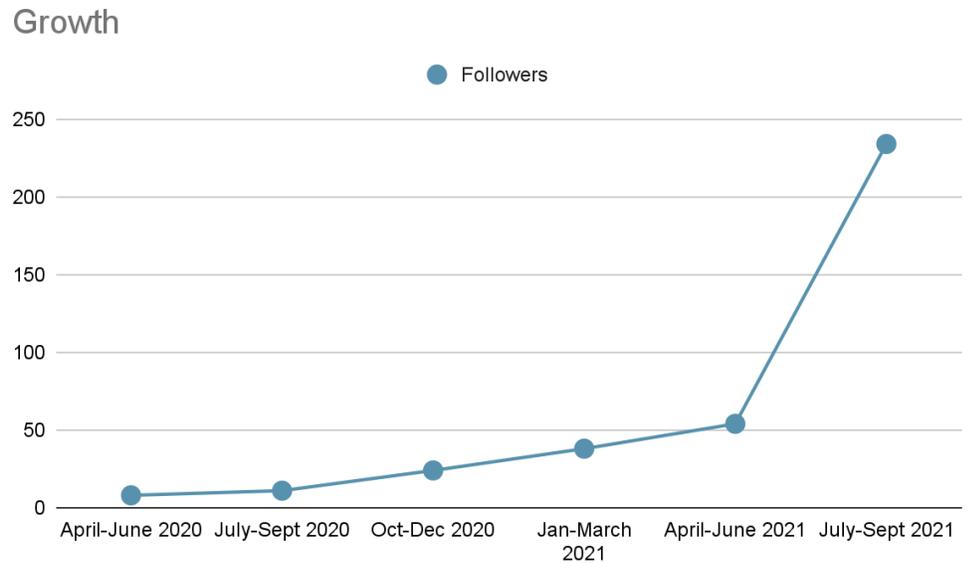
Growth

Figure 7: Overall Growth

Data collected from Instagram shows the growth of Compete over
the year. Compete launched its app in the month of March 2021. If
we take a look at the Downloads of the app we can see the growth
of the company. Compete has launched the app for Android and
Apple devices.
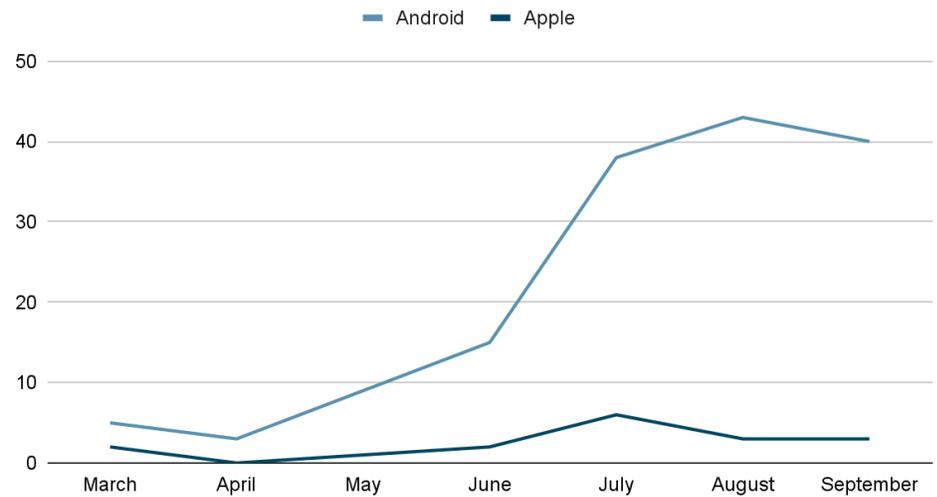
Figure 8: Download breakdown

As we can see, the growth in terms of app downloads has been quite good after they have teamed up with Social Engagement Group. Although the implementation of some strategies did not go as planned, both Compete and Social Engagement Group is hopeful about the successful implementation of the strategies in the near future as Compete is trying to gather investors so that they can spend more in that regard.

3.4 Summary and Conclusions

The Social Engagement Group is working with Compete, a tech startup from the beginning of its launch. In accordance with the Compete authority, Social Engagement Group is implementing online and offline marketing strategies. But most of the strategies

are not panning out and not providing results as expected. As a startup, making the brand

know was the first objective. And strategies followed to make it possible could not

provide proper results.

Compete has started working with Social Engagement Group from the month of June and

till now, the growth of their company in terms of social media has been good. Their

downloads are going up as well. All these without properly integrating the planned

strategies. Therefore in conclusion it can be said that, with proper investment, if the

strategies planned can be implemented effectively, Compete can reach their target of

becoming a viral application like their inspirations.

3.5 Recommendations

After analyzing the marketing strategies planned to make Compete a successful business

entity, I would recommend Compete to increase the budget for their marketing. At times

it felt to me that they are afraid of making a loss and not willing to take a risk. Upon

analyzing the market we have seen that there is no application like that and they can

become a pioneer in their category as apps similar to them are quite successful. Vine,

TikTok are prime examples. If Compete rises its media buying budget and spends more

on marketing, it can implement the strategies successfully. Without the implementation

of most of the strategies, they are gaining success although it is coming in slow. If a

competitor arrives in the market with a bigger budget and ambition, Compete may not

reach its desired level.

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Appendix

Appendix - 1

Impact of Influencer Marketing

Time Period	Metrics	Before Influencer Marketing	After Influencer Marketing
July to September	Followers	37	235
	Downloads	15	214

Appendix - 2

Ad campaign metrics from Compete's ad campaign ran in Instagram.

Date	Amount Spent	Link Clicks	Cost Per Click	Reach	Impressions	Frequency	Unique Clicks	Demographics					
								Men			Women		
								People Reached	Link Clicks	Cost per Click	People Reached	Link Clicks	Cost per Click
08/23 /2021	$25.85	72	$0.36	2,040	2,433	1.19	75	1786	60	$0.36	238	12	$0.32
09/17 /2021	$37.42	61	$0.61	4,434	4,706	1.67	61	2,993	764	$0.05	1,350	110	$0.34

Appendix - 3

Follower growth.

Month	Followers
July	54
August	116
September	235
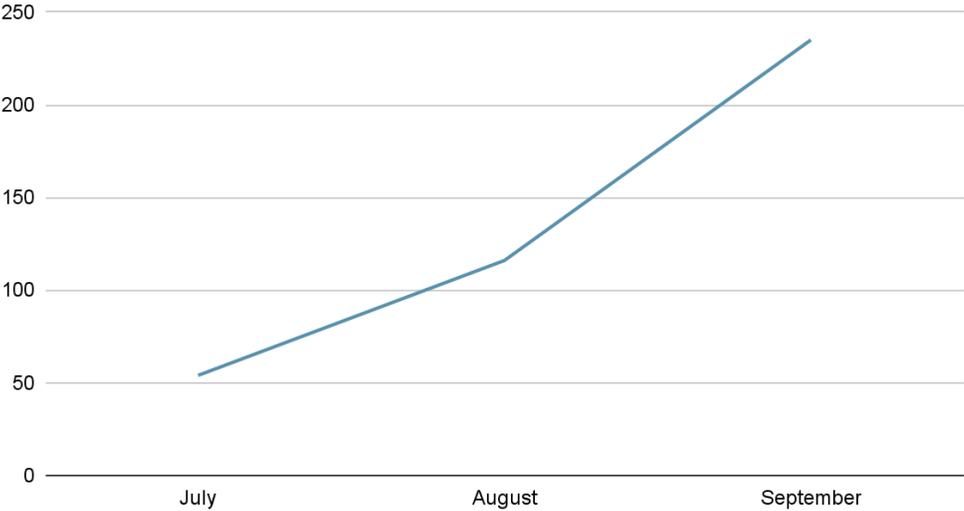
Follower Growth

Appendix - 4

Paid ads comparison.
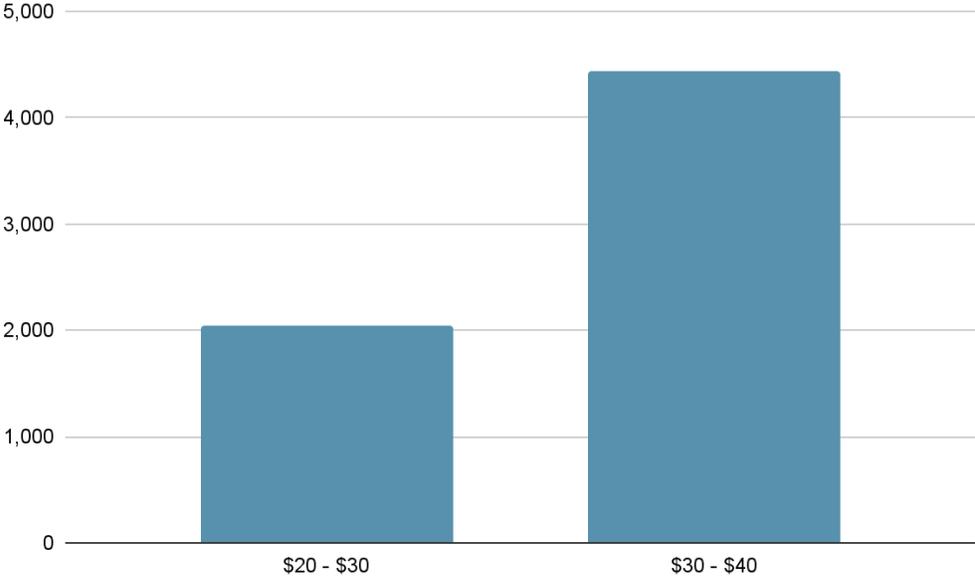
Appendix - 5

Follower growth measurement.

Growth

● Followers

250	
200	
150	
100	
50	
0	

April-June 2020 July-Sept 2020 Oct-Dec 2020 Jan-March 2021 April-June 2021 July-Sept 2021
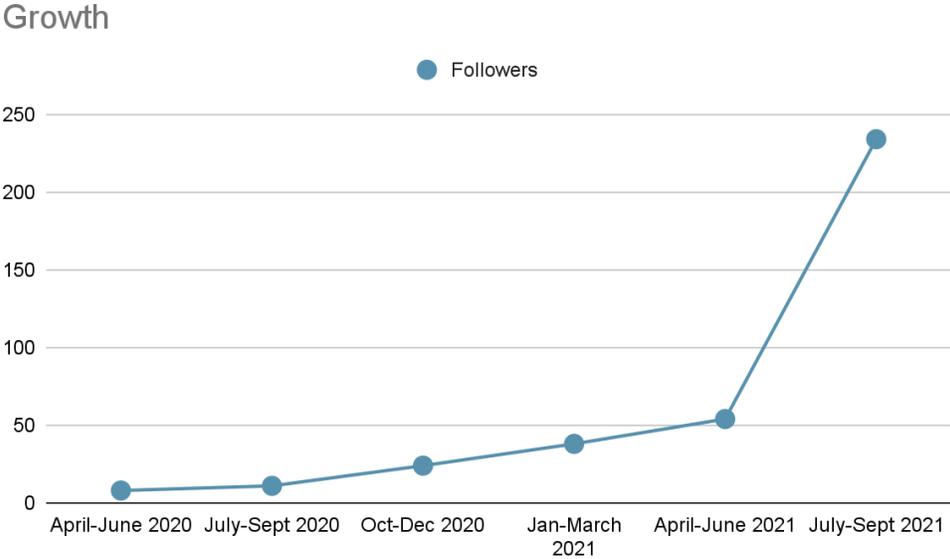
Appendix - 6

Download metrics.

Downloads

Android — Apple

	March	April	May	June	July	August	September