



Internship Report (BUS400)

On

“Effectiveness of Digital Marketing through Social Media Campaign”

A study on PAVILION

Prepared For

Subhat Ehsan

Lecturer

BRAC Business School

Prepared By

Mumtarin Ashab Chowdhury

ID: 13104227

BRAC Business School

BRAC University

Date of Submission: 3 August, 2018



**“Effectiveness of Digital Marketing
through Social Media Campaign” - A study
on PAVILION**

Letter of Transmittal

3 August, 2018

Ms. Subhat Ehsan

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship report on “Effectiveness of Digital Marketing through Social Media Campaign”

Respected Miss,

At the very beginning of my report, I would like to express my gratitude to you for your guidance and support that you provided me during the entire course of preparing this report. It's my great pleasure to submit my internship report entitled “Effectiveness of Digital Marketing through Social Media Campaign” to you. As per the requirement I have successfully done my internship in PAVILION. I have tried to exert all the knowledge that I gathered from my courses and mostly from my work experience. I also would like to acknowledge the help provided by Mr. Priom Mozumdar .CEO of Pavilion.

It will really be benefited for me if you share your valuable thoughts regarding the report. Please ask me anything regarding the report. I will gladly answer your questions.

Sincerely Yours,

Mumtarin Ashab Chowdhury

ID: 13104227

BRAC Business School.

BRAC University

ACKNOWLEDGEMENT

At the beginning of preparing this report, I would like to convey gratitude to the Almighty Allah for his blessing in completing this report. This internship report is an accrual of many people's effort. For this, I am obliged to a number of people who helped me to organize this report and for their kind opinion, suggestions, instructions and support and appropriate guidelines for this.

I would like to take the opportunity to thank them who helped me at the time of preparing this report. I am very grateful to my internship supervisor Mr. Priyom Mozumdar for his continuous guidance henceforth. His guidance has been of extreme help to me. I also gratified for all the times I seek advice from him and he answered with the paramount patience and perseverance. In addition to this, his requirements for the report made it mandatory for me to seek contacts externally, which proved to be very rewarding. I am also grateful to **Pavilion** who are providing some important information on their company's websites for which it was very time saving for me that I did need for run for searching those. I would also like to thank my task partner Mr. Tawfique Ahmed Anik for his continuous support during our FIFA World cup campaign.

Executive summary

It is often seen that purely sports based news portal or journals are missing from the mainstream media in Bangladesh. There are the cricket fans and then there are fans of European football clubs who have a daily demand for such news but often get aggregated news from the mainstream media in Bangladesh. Top of that, we have an ever evolving local sports culture including local football and various other games. Interesting things are happening every day in these areas but there are very few places where you can go and find news about all these things. PAVILION is one of the leading digital Sports online portals in Bangladesh. I'm so happy that I have done my internship here. Throughout my internship period I have learned lot of digital campaigns strategies from here. I got the opportunity to deal with one of the leading tele communication brand regarding the FIFA world cup campaign. So in my internship report I am trying to explain the effectiveness of digital marketing campaign through social media, their duties and responsibilities to followers and readers.

Pavilion is managing BCB digital footprint, along with the website and digital platforms of Rajshahi Kings as a vendor. Pavilion team plans to manage the Sports PR team, send a reporter to other sports which they already do for cricket matches.

As we go inside the report, we will find how Pavilion started its journey back in 2014. How they overcome all the difficulties and give me the task included the Digital marketing-related issues e.g. how to communicate with the facebook Pavilion group members, how to make contents and write copies, how to design post, managing plans, how to attend followers in social media, how to promote ads, how to make brands reports, etc. so that I can learn these basic issues regarding Digital Marketing. Since our main goal was to analyse the marketing strategy therefore we will be analysing more about their marketing department and discuss about their activities and department structure. This report will also help us to know about my attachment with the marketing department as an intern along with my learning and benefits. After proper analysis of the marketing strategies we will try to reach to a conclusion followed by recommendations

Table of Contents

INTRODUCTION	8
Website Release:.....	8
BACKGROUND	9
Recognition.....	9
Competitors	9
OBJECTIVE OF THE STUDY	10
General objective	10
Specific Objective.....	10
METHODOLOGY OF THE STUDY.....	11
Primary data:.....	11
Secondary data:.....	11
Limitation of the Report.....	11
HISTORY.....	12
Service Descriptions	13
Flagframe.....	13
Flagwar	14
Fanatic Fan	15
Prediction Quiz	16
Khelar lekha, lekhar khela	16
Moderate Social Media	17
Analyzing.....	18
Brainstroming	18
Day to day operation:.....	19
Making Social Media Task Calendar in monthly basis	19
OBSERVATION	20
MISSION AND VISION	20
Mission	20
Vision	20
Pavilion's goals	21
Purpose of the study.....	21
Enhance skills	22

Adjustment with the work place	23
Current Activities.....	23
1. Website:	23
2. Mobile App.....	24
3. Sports Marketing.....	24
4. Sports Content Distribution.....	24
Profile of the Team	25
Recruitment process.....	26
Target Market	26
Potential Partnership	26
Revenue Streams.....	27
Future Expansion Strategy	28
SWOT analysis	30
COMPETITIVE ADVANTAGE	30
Essential aspects of Digital Marketing.....	31
Challenges of sports industry	32
a) Mindset of advertisers and stakeholders	32
b) Old-fashioned club culture.....	32
c) Lack of specialised sports marketing agency	32
d) Lack of sports expertise	32
e) Career after retirement	33
Findings and impact analysis	33
Recommendation	35
Conclusion.....	36
REFERENCES	37

INTRODUCTION

In general marketing are activities of a company associated with buying and selling a product or service. It includes creating the product or service concept, identifying who is likely to purchase it, promoting it and moving it through the proper selling channels. The main focus point is advertising, selling and delivering products to people.

How marketing turns sports into a big business. As a developing country, Bangladesh has reached a certain level of economic development. Consequently, our residents have started enjoying their life through sports and entertainment after fulfilling their basic needs. Restaurants, cineplexes and stadiums are getting filled with crowds. Although sports have already turned into a huge sector of business worldwide, Bangladesh has a long way to go before turning it into a profitable one.

Considering all these facts, 'Pavilion' has stepped into the sports industry to help in building a sports eco-system by providing quality contents. 'Pavilion' believes in changing the way of thinking towards sports by creating a sports-oriented nation that can logically think about the sports and support passionately but in a reasonable manner.

Pavilion is a sports content platform, where core contributors and as well as regular users develop content.

- Pavilion have authentic sports website, you tube channel, pavilion mobile app, live score and tournament management system, Facebook page, Facebook sports group, instagram, twitter.
- Pavilion provides quality sports content like news, feature, video analysis, photo album, score update, blog, etc. in the language of Bengali maintaining international standard. Beside this, the website is built with the first class web technologies to compete with other popular websites of modern era.

Website Release:

Alpha Version: February 1, 2014

Beta Version Release: April 1, 2014

Final Release: January 1, 2015

BACKGROUND

There were no quality Bengali language sports portal although we love sports as a nation, Pavilion was founded to solve this problem. We thought there is a demand for Bengali sports news and there is a demand for local sports news. Born out of this missing link in the media, Pavilion provides purely sports news in Bengali about local sports and also from around the world, gauging readers interest in the sports they are covering.

Started in February of 2014, Pavilion found its niche in the sports that have the largest following in the country, which are Cricket and Football. They also cover other sports like Tennis sparingly while allocating most of their resources to the former. Basically they are looking towards creating a platform for amateur players, providing information and statistics regarding their performance on the field in school, college and university tournaments. This is a very interesting space to work.

The mainstream media outlets in their 24-hour news cycle cannot go in-depth due to various factors, Pavilion being an entirely sports based portal has the time and resources to go in-depth and seek out these alternative takes on stories like the exemplary amateur players trying to break into the national squad.

Recognition

- Secured position in top 25 startups of Bangladesh in 2016
- Winner in e-news, journalism and entertainment category
- Winner of top 10 startups in Bangladesh for the year 2016



Competitors

1. Website, MOBILE App & LiveScore
- Key Local Competitors

Sports Sections of Bangladeshi Print Newspapers and Online Sites: Ex: Prothom Alo Sports, Daily Star Sports, Kheladhula.com, Cricfrenzy.com

- Key Global Competitors

Renowned International Sports Websites: Example: Cricinfo, Cricbuzz, ESPN FC, Goal.com

2. Content Providing Service (B2B)

- Key Local Competitors

Player Management Firms, Event Management Firms, Advertising Agencies, Digital Marketing firms: Ex: Total Sports Marketing, Imago, N9ine

- Global Companies

Branding Solutions Provider to different sports clubs, Sports Marketing Agencies. Ex: Game Plan, Entity Sports, Project 11, WePlay

3. Sports Section of Online Marketplaces. Ex: Bagdoom.com, Dangulee.com, pickaboo.com, daraz.com.bd

OBJECTIVE OF THE STUDY

General objective

The general objective of making this report is mainly to fulfill the Bachelor of Business Administration (B.B.A) degree requirement under the faculty of BRAC Business School, BRAC University. The other objective is to identify some accurate points of brand attendance digital marketing and brand communication of global and local market and also the effectiveness of digital marketing through social media.

Specific Objective

- To study digital media and its impact on marketing and brand communication.
- Importance of digital marketing and compare to other medium of brand communication.
- To know how digital market are operating and dealing with clients
- To analyze the performance of PAVILION digital marketing campaigns
- To know how digital markets are recruiting employees
- To discuss the position of PAVILION in the industry by comparing with other carriers

To highlight the online promotional activities through digital campaign in Bangladesh

METHODOLOGY OF THE STUDY

I have used two types of data for completing the report. One is Primary data and another is Secondary Data.

Primary data:

I have collected primary data from various sources. In this case, I collected data by

- Taking interviews of my COO, CEO and manager, specialist of social media team of Pavilion.
- Social and online media users perceptions
- Different social media tools Facebook, brand, contest etc.
- PAVILION annual report
- internal documents and publication

Secondary data:

I have collected some of the information from the internet resources of PAVILION website. Moreover, I have collected some of the data from the database of PAVILION.

Limitation of the Report

During preparing the report I had to face some problems and those problems were:

- One of the major limitations is the shortage of internship period. Since three month is not enough to know everything of a department.
- I could not apply all my theoretical knowledge to observe the whole corporation activities and come up with a fruitful results require huge amount of time, so it's really a curtail limitation of the study.
- Some data were insufficient and unreliable.

HISTORY

Every day there are a few matches of football, hockey, basketball, cricket, tennis, badminton, golf, and so on. However, there is only one section for sports in the newspaper, which cannot capture and deliver all the news update. Even there is no dedicated sports channel of Bangladesh like India has Star Sports, Sony Ten.

Back in February 2014, the team of four-persons-- Priyom Mozumdar, Mostakim Hossain, Fuad Bin Naser, Mohammad Rashed Alam-- started the journey of Pavilion and now the team has expanded to 15 enthusiastic members, who work on Bangla contents for Bangladeshi sports lovers, and talk about sports more often. Pavilion provides quality sports content like news, feature, video analysis, photo album, score update, blog, fantasy game etc. as per international standard. Users can also contribute by writing blogs to share their experiences, views and opinions. In this way, Pavilion is actively communicating with the sports followers by creating a news platform to share the passion for sports.

Pavilion believes in changing the way of thinking towards sports by creating a 'Sports Cultured Nation,' which other countries like Brazil, Germany, India, Mexico, Australia, USA, New Zealand have. So, Pavilion kicked off as a media startup, e-newspaper, and they had to start racing with other media. However, it was not a smooth race. It was a hurdle race, and they had to cross the large conglomerate's media as hurdles. They could only manage angel investors but yet to find venture capital (VC) funding.

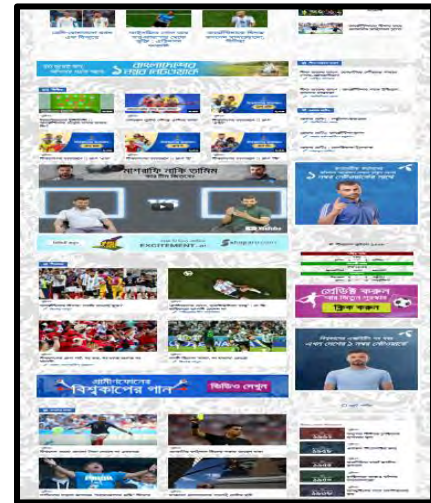
Pavilion team started their journey by believing themselves. They did not care any negative remark, and they came to this far for their dedication and patience. Even people from the rural areas know about Pavilion which is a great achievement. One of the founders of Pavilion, Priyom Mozumdar, shared his story. He went to Nobabganj, an upazlia of Dhaka district the previous year. There he saw that a few students were talking about tennis and badminton on the basis of news into Facebook. It grabbed the attention of Priyom to see what was shared in the news, and he found the writing interesting. When he scrolled to the top to watch the source, he was elated that it was news of Pavilion and the young generation is following Pavilion for sports news.

Currently, Pavilion is visited by around 2,00,000 sports-lovers every day. Moreover, the number of readers is increasing as they signed a partnership with Robi and GP.

Pavilion is one of the top 25 most promising tech startups in Bangladesh identified by ICT Division of Bangladesh Government.

Service Descriptions

Basically I was assigned for FIFA World cup‘18 project online campaign which name is “Jitbe Amar Team” to promote PAVILION through social media. These campaigns were contractual project with renowned company Grameen phone. All the campaigns were promoted to Pavilion facebook page, pavilioAn facebook group, Pavilion Instagram, Twitter and Pavilion website. There was a special Grameenphone page as sponsor in Pavilion’s website.



Flagframe

In this campaign Pavilion designed different types of flag frame which were participated to world cup‘18. The task was to post to the pavilion facebook page and group to inform about this campaign to reach the readers and followers. They can use the frame of supported team as profile picture in their facebook profile. I did all the reply of these flagframe posts of comments. Hence, there are different types of followers who posted some controversial comments as they follow different teams. So, I had to delete that post to avoid unwanted controversy.



Flagwar

In this campaign readers and followers of pavilion upload the picture of flag according to FIFA world cup supporting team and post it to pavilion's page or facebook group and hash tag "flagwar". Then we did

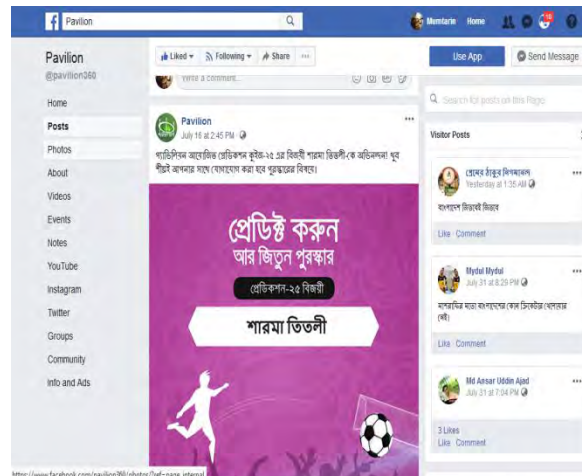
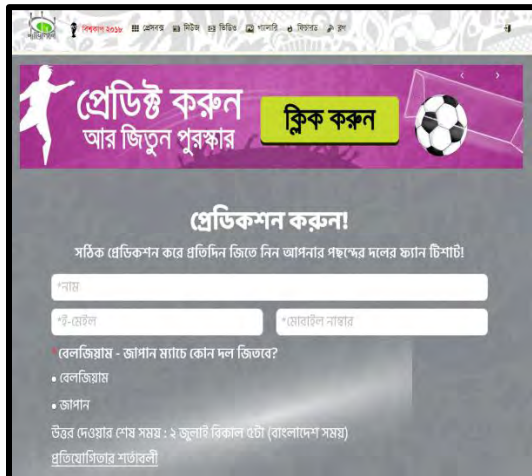
- Photo selection in weekly basis
- Framed the selected photo
- uploaded these photos with flagwar hashtag



Prediction Quiz

Basically main goal of this campaign is to engaging users during World Cup with Prediction Game. This game was played in Pavilion Facebook page and Pavilion facebook group. My task was same as Fanatic Fan campaign.

- Entry all the participants name along with picture link to the google sheet in daily basis
- Entry the screenshots of those photos to the google sheet
- Selected some photos
- Post that photos to instagram, twitter, facebook page and facebook group
- Answer all the queries of these posts
- Selected the winners in weekly basis and post the winner's name to the social media



Khelar lekha, lekhari khela

In this segment, Pavilion organized a write up competition on their website blog where readers can participate by writing about FIFA World cup. Pavilion select the quality article and share this to Facebook page and group. Basically this competition organize every Fifa worldcup. This campaign promoted with Rokomari –a renowned stationary shop of Bangladesh. Top 3 writer get the prizes from Rokomari. All prizes are sponsored by Rokomari. My task was

- To make phone calls to the reader who participated before in this competition to inform about this.
- Entry the participants name.

- Inform the winners about their winning and to collect the prizes from Pavilion office.
- Update the winners name to the Facebook page and pavilion facebook group

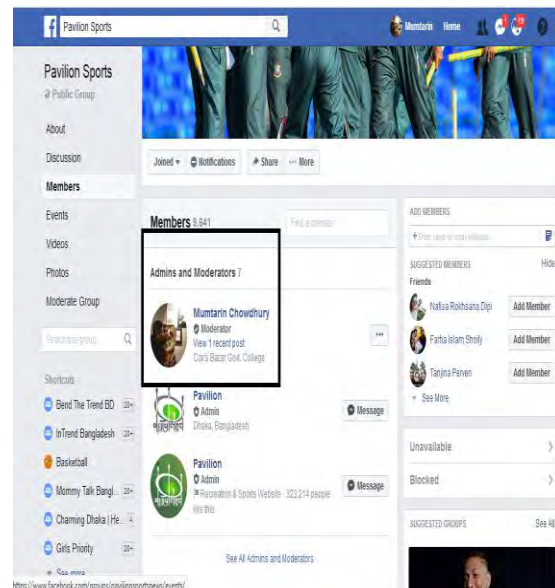
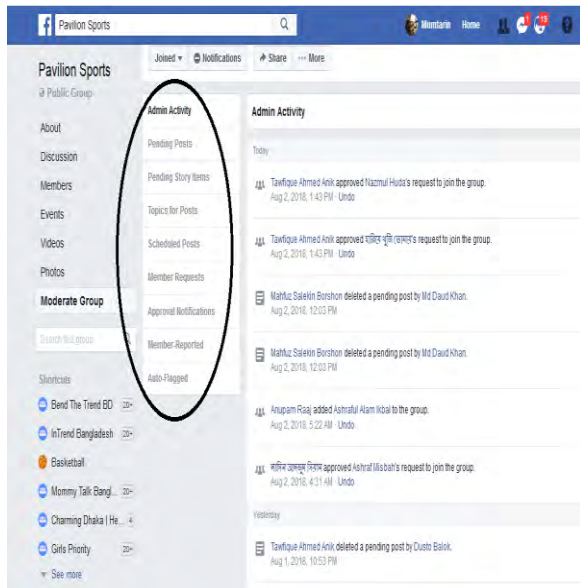


Name	Month	Phone Number	Email id	Fb id
নাসিম উদ্দিন নাসিম	01521-331335	nahid.sekar@gmail.com	https://www.facebook.com/nahid.sekar	
সহন কবির খান	01964-271822	sarippartha3@gmail.com	https://www.facebook.com/profile.php?id=10014515211227	
মোহাম্মদ মাহুদ	01677-496004	md.sarfaraz@gmail.com	https://www.facebook.com/DasaRFS	Phone off
Rokomari-Pavilion Monthly Write Up Competition				
Name	Month	Phone Number	Email id	Fb id
ফারহান মাহুদ	জানুয়ারি ২০১৮	০১৬১২২০১৬০	arifo1000@gmail.com	Could not reach
মোঃ ইফতিখার হক	September 2017	০২৭৬৮ ৪৮৯৪৮৯	mugela7@gmail.com	https://www.facebook.com/mugela7
নাসিম উদ্দিন নাসিম	October 2017	01521-331335	nahid.sekar@gmail.com	https://www.facebook.com/nahid.sekar
নাসিম উদ্দিন	November 2017	01807-626230	salibakam@gmail.com	https://www.facebook.com/salibakam
কৌশিক মৃত্যু	December 2017	01515-622241	kaushik5@gmail.com	https://www.facebook.com/kaushik5.kaushik
কৌশিক মৃত্যু	January 2018	০১৬১৬০৪৮৯	kaushikom@gmail.com	https://www.facebook.com/mugela7
শোভা ইসলাম	February 2018	Did not Contact	Did not Contact	Did not Contact
মোঃ ইফতিখার হক	March 2018	০২৭৬৮ ৪৮৯৪৮৯	mugela7@gmail.com	https://www.facebook.com/mugela7
এলিস বেক	April 2018		alice.1998@gmail.com	

Moderate Social Media

Besides the online campaigning I moderate the Pavilion Facebook Page and Pavilion Facebook Group. Sometimes I had to do the query management too. I had to reply the messages from the customers and gave reply to the every comment customers did on the post. From those I learned how to handle the customers and what are their insight and expectation from the brand.

- Approve the Pavilion facebook group member request
- Post the sports related news from the authentic source
- Replying the message
- Arranging TOPIC according to the news in the facebook group
- Approve the post request
- Answering the comment of the posts



Analyzing

I had to make the every month report and had to check it by my supervisor. We can know the post information from that report. We can know the engagement rate of every post and how much customers reach. Page information like total page like, total engaged users, total reach, and this information we can get from the monthly reports. Analyzing the involvement of the member of Pavilion facebook in Monthly basis and make a report about increasing or decreasing traffic of the facebook page and group. Making a report on

- The reason of increasing and decreasing traffic
- If decreasing, why it is and from when it is decreasing
- On that time checking the posts if any unwanted post was there

Brainstroming

When we get any brief for pitch we do start brainstorming .it's a most important task to generate exceptional ideas for different brands and campaign. We had to find out the best digital marketing campaign using a game or app for the brand. Besides this we make video also.

Day to day operation:

As an Intern, there were some day to day tasks like in accounts management, creative department and most importantly in the digital platform. Inter-departmental follow up of ongoing campaign, upcoming campaigns, monitoring the projects etc. are most remarkable among the day to day tasks.

Making Social Media Task Calendar in monthly basis

Social Media Task Timeline ☆ 🔄

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 5 days ago by Pavilion Admin

100% \$ % .0 .00 123 Arial 12 B I U A 🔍 📄 📑 📊 📈 📉 📉 📉

	A	B	C	D	E	F	G	H	I	J	K	
1	Timeline	Day	Match Time	Matches	Profile Picture Frame	App Notification	Magazine	Bracket Prediction	Fantasy Promotion Post	Write Up	Rokomari Quiz	F
11	June 4	Monday				Everyday 1 or 2	Announcement of publishing magazine (P+G)	Post (Page+Group)				(P)
12	June 5	Tuesday			Page Share	Everyday 1 or 2	Announcement of publishing magazine (P+G)	Post (Page+Group)				
13	June 6	Wednesday				Everyday 1 or 2	Announcement of publishing magazine (P+G)	Post (Page+Group)				
14	June 7	Thursday			Group Publish	Everyday 1 or 2	Announcement of publishing magazine (P+G)	Post (Page+Group)				(P)
15	June 8	Friday				Everyday 1 or 2	Announcement of publishing magazine (P+G)	Post (Page+Group)				
16	June 9	Saturday				Everyday 1 or 2	Announcement of publishing magazine (P+G)	Post (Page+Group)				
17	June 10	Sunday			Page Publish	Everyday 1 or 2	Announcement of publishing magazine (P+G)	Post (Page+Group)	Post Page			(P)

OBSERVATION

How marketing turns sports into a big business: Cricket has been the most favored sport in India for quite a long time. But, of late, they have come to patronize other sports as well. Noticeable involvement of investors, sponsors and broadcasters helped the other games generate interest among the masses. Recent U-17 World Cup, Pro Kabaddi League, Indian Football League (ISL) prove that sports marketing can make things happen, make sports get noticed, increase the number of fans and followers. That is what sports marketing is all about. The involvement of celebrities and star stakeholders in these sport events has made them popular. Over the years, the Tata Group in India has supported sports in many ways - by building sports infrastructure and institutions, providing employment to sportsmen and through sponsorship of sports personalities and events.

MISSION AND VISION

Pavilion, as an initiative, is interesting and critical because it fulfills a need that we have in this country. At the same time, it will be a challenging job to build a dominant Bengali sports news portal given the fact that nobody has monopoly on news nowadays. Then and again, there is an opportunity, as team Pavilion already showed, covering and documenting stories of local sports and turning it into a hyper local sports news platform.

Mission

Everything we do, we believe in changing the way of thinking towards sports.

Using sports activities as a context to teach virtue, and using the power of sports to unite individuals

Vision

Creating a „sports cultured nation“ who can logically think about the sports and support passionately but in a reasonable manner. We have the responsibility to tell the story: Accurately, Fairly & Quickly (in that order)

Pavilion's goals

Currently, Pavilion offers five features: (a) A full-fledged sports portal and community platform, (b) a sports blog, (c) a mobile app, (d) a YouTube channel for visual reviews and analysis, and (e) a content partnership programme through which exclusive contents can be used for commercial purposes. Moreover, Pavilion is showcasing the match highlights (video) and key moments of 'Bangladesh Cricket Series' as well as 'English Premier League' regularly. Pavilions currently included in „Free Basics Platform“ of Facebook, which provides Robi and GP users free access to their news and features thinking about rural base people to make Internet access affordable.

Pavilion plans to introduce an interactive feed through a point-based system where users will be given the opportunity for contribution, participation, interaction and appreciation of the content on the website. Further, Pavilion aims to create a tournament management system for both amateur and professional tournaments.

Purpose of the study

- I have done the report after based on different data. I have worked difficult and done a examine to make this report. This report is required to total my graduation. In the event that I did not total and yield this report to my administrator, my graduation will not be completed.
- I am doing the project on FIFA World cup campaigning with GRAMEENPHONE and ROKOMARI which is a very famous and leading brand in our country. In the future if I want to joint as an employee there it will be helpful for me.
- I have worked as an intern at PAVILION and I have learned so many basic things regarding digital marketing. I have learned how to work with brands and basic techniques. If I am not assigned to do this report I might not introduce with these things.

- From the overall report I have learned how to work hard and how to do research and different surveys for making any company's report. If I will work in a corporate sector, it will help me to main professionalism.
- I want to add that I have learned a lot of things while I was writing my report and I want thank my Subhat Ehsan miss for guiding me.

Enhance skills

This internship helped me a lot by increasing my knowledge in various ways. It actually gave me the opportunity to get the real experience and execute & practice in real life whatever I've learned from my education life.

I learned a lot of things in Adobe Photoshop including creating templates, making GIFs and also some after effects.

I learned about how to get all the data from the page and how to analyse the data to find out the required measurements to make reports.

I also learned different types of promotions that can be done on Face book using business manager and also different size and ratio measurements for different posts including Page like, GIF post, Engagement post etc.

Learned the utilization of Face book Page Analytics and too Google analytics.

My analytical skills also increased. I have learned how to deal with clients, how I need to be think about the brands.

For my research purpose i need to do lot of study. I've also learned many things regarding writing articles in the website. Like different types of articles, different ways of writing articles.

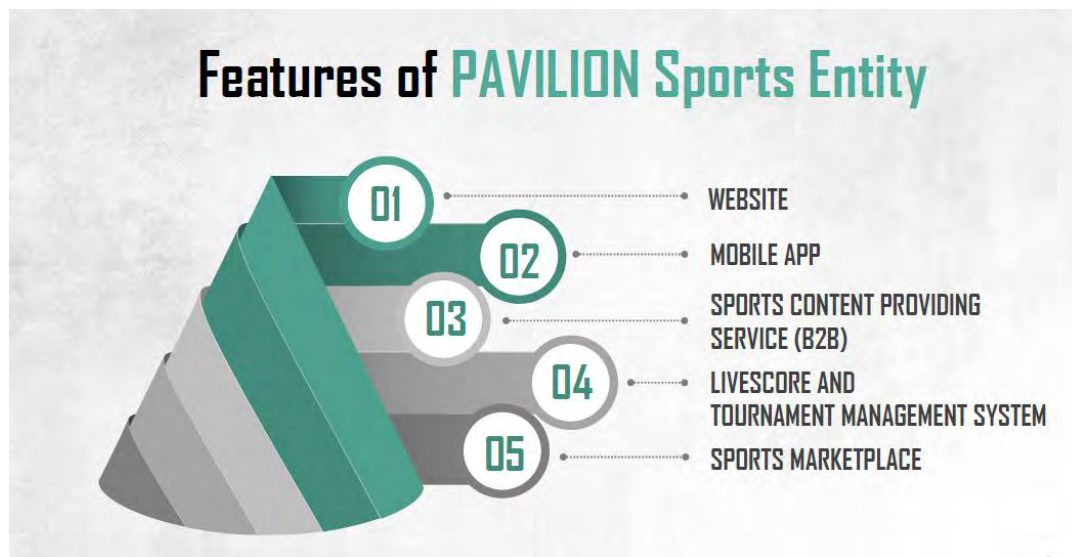
I have communicated to the audience directly. I understood their demand and what they want from the brand. It does really help me out to understand the people psychology. My communication skills also increased because of my team work.

Adjustment with the work place

When I was performing my internship within the office I was being treated as an employee like others in the organization I got sufficient assistance and support from my seniors specially my supervisor. They helped me each and every sector to my work and that enhanced my knowledge, skill and the power of applying of my academic knowledge in workplace.

So in fourth month internship period 1st week I got introduced with co-workers and they will give me time to understand the working environment there and get free to work properly. From the second week I was studying the working patterns, how to write copies, how to do ideation properly for the content, previous works, how to manage clients, and daily desk work. From the third week I worked for specific brands and made the full content for the brands. After the fourth week I have started to communicate with my clients and following their instruction.

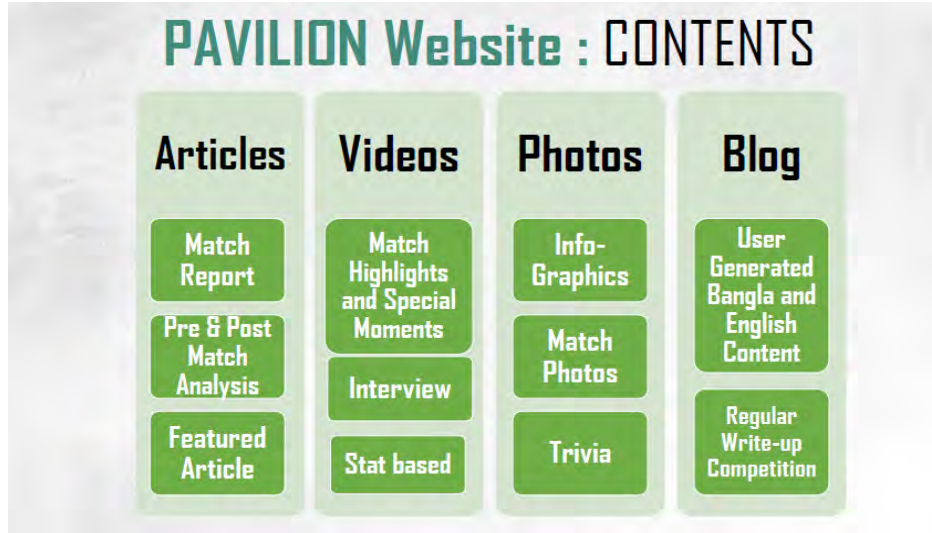
Current Activities



1. Website:

- News
- Features and Analysis
- Fixture and Results
- Video Analysis and Info graphics animation

- Blog



2. Mobile App

PAVILION MOBILE APP : THE NUMBERS

প্যাভিলিয়ন অ্যান্ড্রয়েড অ্যাপ এখন নতুন চেহারা

GET IT ON Google Play

Only Android Version

Release Time: 2017

Download Number: 4500+

3. Sports Marketing

- Maintaining BCB website and social media platforms
- Maintaining Rajshahi Kings website and social media platforms

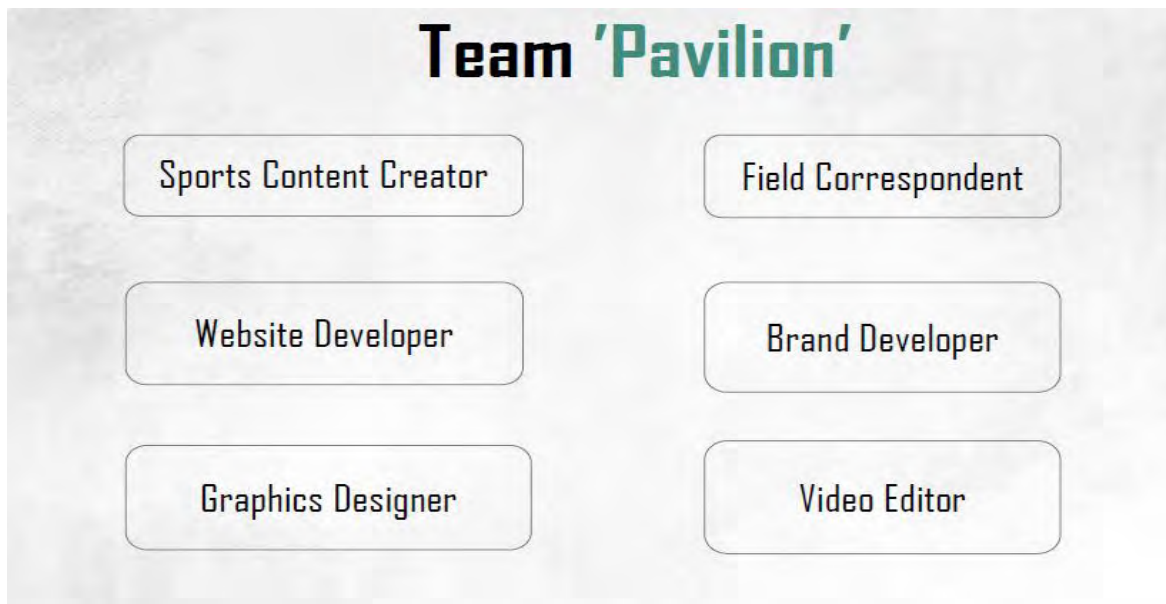
4. Sports Content Distribution

- Developing Audio contents for IVR platforms

- Developing Graphics and Video contents for VAS platforms
- Content partnership with Facebook Free Basics Platform

Profile of the Team

At present, „Team Pavilion“ consists of 15 people; among them 9 are content managers, 4 developers, and 2 business development managers. There are some other part-time contributors in our team as well. Mohammad Rashed Alam, Fuad bin Naser, Mostakim Hossain and Priyom Mozumdar started Pavilion with a vision to serve Bangladeshi sports fans with information, news and stories about local and international sports that are not available elsewhere. The startup is now a small team 15 and everyone is working hard to give interesting news and carrying out their duties in various capacities. This small tightly knitted team consists of graphics designers, content writers, business development and marketing team along with the web developers.



Recruitment process

- They post available jobs on their company websites. Job applicants can search for jobs, review job listings and apply for jobs online.
- They may post open positions on LinkedIn, the professional networking site.
- Circulation of opening for social media strategist is circulated among the different departments, daily newspaper and online job sites like BDjobs also.
- Once the CV is collected, it is screened for the best candidates and they are called for interview.
- The interview process isn't a matter of getting called for a job interview, interviewing and getting a job offer. With many cases it is complex and may involve multiple interviews.
- After overview of each step in the hiring process, including applying for jobs, interviewing, employment testing, background checks, and job offers, along with tips and advice for each step in the hiring process.

Target Market

- Target Group: Sports Lover, mainly in the age group of 15-34 years
- Current Total Active Internet Users in Bangladesh 62 Million. 63% of these users follow Sports. During a Cricket match of Bangladesh, about 82 Million are actively engaged in various medium
- Sports is now the Most salable product in Bangladesh

Potential Partnership

1. Sports Federation, Academy

2. Sports Club, Franchise
3. Corporate House
4. Sports Accessories and Merchandising shop

Revenue Streams

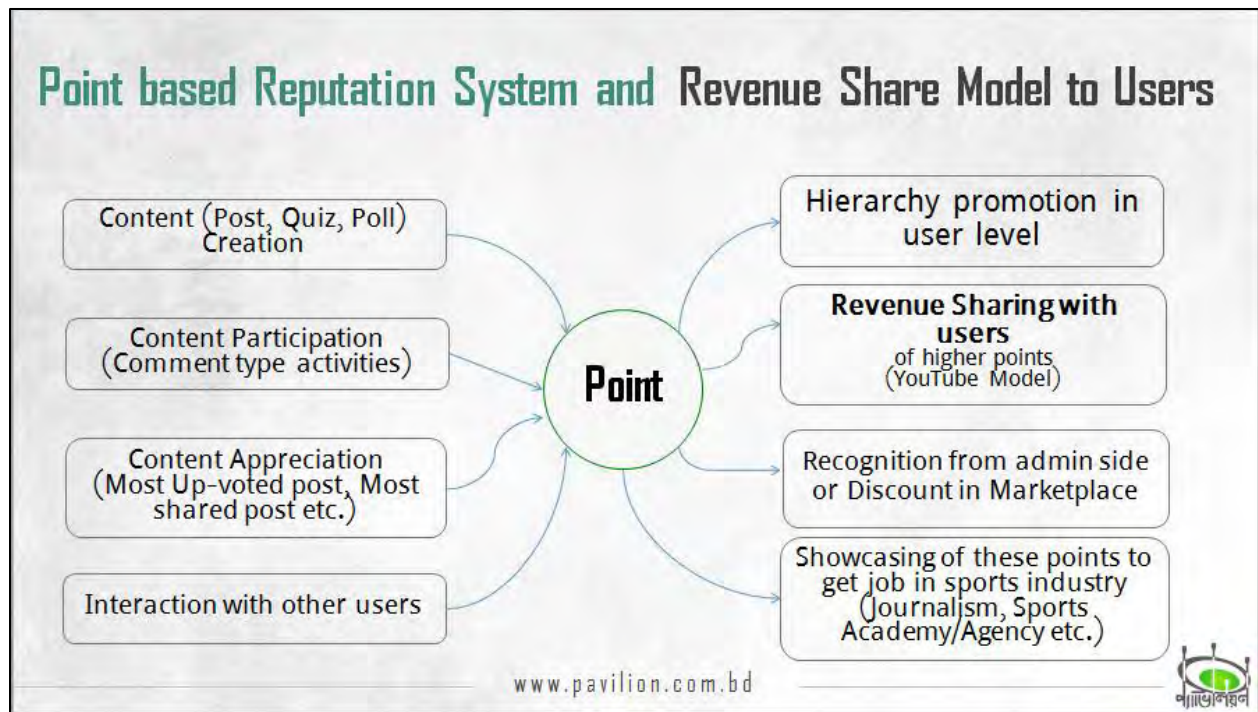
- Advertisement in website and mobile app (**active**)
- Sports marketing (**active**)
- Sports event activation campaign (**active**)
- Marketplace for sports accessories
- Subscription in tournament management system
- Live Scorecard integration
- Subscription on monthly issue
- Gamification

Revenue Generation Model



Future Expansion Strategy

- Interactive feed through POINT BASED system
- DATABASE of amateur player via TOURNAMENT MANAGEMENT SYSTEM
- Personal profile & showcasing of their favorite sports stuffs
- Online and Offline Magazine
- Possibility of Introducing Sports Agency, Sports Shop, Sports Complex and Sports Channel.



Major Risks associated with the business and its' mitigation:

- Ownership of content.
Mitigation: Creating partnership with TV and print media, agencies, Sports federations etc.
- Declining quality of local sports except Cricket, Slow growth rate of sports ecosystem in Bangladesh
Mitigation: Proper investment and promotional strategy with development of sports eco-system.
- Global Competitors and Over dependency of Social Media
Mitigation: Creating killer content and smooth organic promotion throughout the social networks.

SWOT analysis

<p>Strength:</p> <ul style="list-style-type: none"> - Team Quality - Brand Credibility amongst the odd vibe of online news media - Loyal user base - Most up-to-date technical stack - In depth analysis in Bangla language 	<p>Weakness:</p> <ul style="list-style-type: none"> - Lack of promotion and marketing - Ownership of live telecast contents - Shortage of resource
<p>Opportunity:</p> <ul style="list-style-type: none"> - Evolving sports market in Bangladesh - Global expansion possibility - Partnership with TV Channel, corporate brands and sports federation & agencies - Transformation of other traditional media to online media forms 	<p>Threat:</p> <ul style="list-style-type: none"> - Introduction of big players - Declining quality of other local sports except Cricket - Over dependence of social network platform

COMPETITIVE ADVANTAGE

1. By introducing English Language, we can go **International**.
2. Building up a **Social Media Platform** only for sports lovers.
3. With local correspondents, we can **explore other local sports**.
4. Managing national and international **Sports Events & Tournaments**.
5. Introducing **Sports Shop, Sports Complex and Sports Channel**.

Essential aspects of Digital Marketing

- ✓ People are becoming smart now days. They generally focused of the following trends.
- ✓ Budget, emerging market, social media growing up, mobile market taken seriously, email marketing all are the common and important aspects.
- ✓ Marketing effectiveness being evaluated.
- ✓ I think digital market is moving that stage where we can continually measure online and offline effectiveness against each other. Now min terms of marketing channels all are rated in terms of how effective they are creating sustaining and converting.
- ✓ Key performance indicator KPI of Return on investment.

I think people are going to more concerned with how effective all their marketing and they are going to be aggressively measured this.

Challenges of sports industry

a) Mindset of advertisers and stakeholders

Even though we are living in a digital era, advertisers are still not spending enough on digital platforms to cope with the pace of technological innovation. People nowadays are more available on digital platforms for their social communication and entertainment purpose. But in reality, advertisers still prefer traditional media like TV, Radio, and Print Newspaper for promotion of their products. Lack of digital mindset is the reason behind this digital marketing myopia. Therefore, digital publishers like 'Pavilion' are facing difficulties to generate revenue through digital media buying. Despite the huge public demand for sports contents, advertisers are still not being able to address and utilise sports-based digital platforms. Decision makers of different sports federations and club owners are struggling to develop the overall sports eco-system due to various limitations in many sectors.

b) Old-fashioned club culture

Local sports clubs are not maintaining some common standards and professionalism. Most of them lack business mindset to generate revenue by building their clubs as a brand. Top clubs in our country are not improving due to lack of proper infrastructure, sponsors, merchandising, marketing, fan engagement activities etc. Professional leagues are not being arranged on the home and away basis. Due to absence of a fan community, big matches like those between Abahani and Mohammedan can not draw crowds these days, which is really disappointing.

c) Lack of specialised sports marketing agency

Sports marketing agencies can provide innovative branding solutions for the existing sports clubs in Bangladesh. Specialised sports marketing agencies are playing an important role in promoting the sports business worldwide. Apart from providing branding solutions for different sports clubs, global sports marketing agencies like 'Project 11', 'WePlay' assist clients in achieving the most effective results across a vast array of mediums, from advertising to sports sponsorship, digital displays to social media. 'Playmaker', a sister concern of 'Pavilion', is serving as a sports marketing agency for clients. The other emerging sports management agencies in Bangladesh, like Total Sports Marketing, Imago, N9ine etc., are working on player management, event management, media buying, in-stadium advertising, social media marketing etc. However, our sports industry needs more specialised marketing agencies to tap the sports business.

d) Lack of sports expertise

Bangladesh is still struggling in the sector of sports broadcasting and sports show due to lack of experts, commentators, analysts, anchors, and also due to quality sports contents. As a result, we do not have any specialised sports channel despite having a great demand for it. International cricket matches and BPL matches are being broadcasted by traditional TV channels. In order to develop the overall sports eco-system, specialised sports channels are needed to broadcast

domestic leagues as well. However, traditional channels have failed to produce quality sports shows for viewers due to lack of sports expertise.

e) Career after retirement

Career after retirement is a major concern for our sportspersons. There are limited opportunities available for players after retirement to keep them involved in sports. In Bangladesh, most of the retired players either join private firms or start running their own business. Very few of them adopt coaching as a career or in serve in the commentary box. If we can utilise the retired players' talent and experience by providing them proper training, they can contribute as sports experts, analysts, anchors or commentators. Eventually, quality sports shows will be produced and there will be enough of them for running a sports channel.

Considering all these facts, 'Pavilion' has stepped into the sports industry to help in building a sports eco-system by providing quality contents. 'Pavilion' believes in changing the way of thinking towards sports by creating a sports-oriented nation that can logically think about the sports and support passionately but in a reasonable manner.

Sports business is a new arena of untapped opportunities in our country. However, it is a matter of concern that sports business has fallen prey to mismanagement. Stakeholders should take necessary steps to save this sector for the sake of both economic and social development.

Findings and impact analysis

Digital marketing communication has helped both the businesses and customers from different aspects. Now-a day, marketing departments are becoming Marketing and Communication department. According to the findings and analysis in the previous part, some key findings of the study are given below.

- ❖ From Bangladesh's perspective, the use of digital marketing is very growing than previous year. Generally, most people do not have an email address and they want to use their Face book because they are giving priority to face book. We should take this in very positive way for doing business in digital platform.

- ❖ Male and female both are the users of digital media.
- ❖ Social Media user base has been increased in Bangladesh. Availability of smart phones and cheap internet are the key in increasing this number. Again, Students and young generation is the huge number of the user base of Bangladeshi Social Media users.
- ❖ Online advertisement is really important in promoting business now a days
- ❖ Digital Media helps conventional media to reach more effectively.
- ❖ Privacy issues are really important while doing ecommerce.

Recommendation

The sports industry in Bangladesh is depending heavily on cricket due to its huge popularity. Despite being a country filled with football lovers who do crazy things during the World Cup Football to support their favourite teams, our domestic football has failed to attract them. Compared to the past, the standard of Bangladeshi football has slipped due to mismanagement, lack of proper patronisation and inadequate investment. During 1980s and 1990s, football had witnessed its golden period in Bangladesh. However, participation in the Cricket World Cup in 1999 and achieving the Test status in 2000 overshadowed the past glory of the nation's football. The rise of cricket has given Bangladesh a positive identity that unites the whole nation and it has given an entire generation the encouragement to dream.

Organising different sports events can help generate interest of the masses. For example, after organising the Mini World Cup in 1998, the popularity of cricket rose substantially in our country. Bangladesh Premier League (BPL) has also gained popularity following the trend of the Indian Premier League (IPL). Other niche sports can also be promoted following the branding techniques applied by our neighbouring countries to create the hype

Apart from cricket and football, other popular sports in Bangladesh include hockey, kabaddi, chess, handball, basketball, table tennis, shooting, golf, etc. Although Bangladesh has produced genius players like Niaz Murshed, Ziaur Rahman, Zobera Rahman Linu, Rani Hamid, Asif Hossain Khan etc., unfortunately these sportspersons are not being nurtured properly and are not getting enough attention as the cricketers of present time. Therefore, we are failing to capitalise on their talent on the global stage.

If we consider our big local clubs like Abahani and Mohammedan, they are far behind the Asian standard in terms of infrastructure, professionalism and other facilities. Most of our clubs do not have enough grounds for holding matches and for practice. Very few online and offline activities are being done by their fans and followers for cheering their favourite clubs up. Most of the clubs lack digital presence, though it is essential for creating a strong brand image of a club nowadays.

Conclusion

As a developing country, Bangladesh has reached a certain level of economic development. Consequently, our residents have started enjoying their life through sports and entertainment after fulfilling their basic needs. Restaurants, cineplexes and stadiums are getting filled with crowds. Although sports have already turned into a huge sector of business worldwide, Bangladesh has a long way to go before turning it into a profitable one.

Sportspersons are getting priority over film stars, TV actors and singers in promoting different brands of products. Shakib, Mashrafe, Tamim are getting first priority as 'Brand Ambassadors' for big local and multinational companies.

REFERENCES

1. https://cdn.fbsbx.com/v/t59.2708-21/37838655_10156559002774555_8678665601268318208_n.docx/Pavilion-Business-Financial-Model_BD-Venture.docx?_nc_cat=0&oh=d53a7641c8ec70b56e2a58aff27a6b4e&oe=5B6577CB&dl=1
2. https://cdn.fbsbx.com/v/t59.2708-21/37934306_10156558996884555_7372797970493734912_n.pdf/Pavilion-Sports-Entity.pdf?_nc_cat=0&oh=c7eabf2233de12d2a579edfc40c611f7&oe=5B65782C&dl=1
3. https://l.facebook.com/l.php?u=http%3A%2F%2Ftoday.thefinancialexpress.com.bd%2Fanniversary-issue-3%2Fa-new-window-of-opportunity-1511877595&h=AT2RbuhHKGq7OZbk3i7VrPjgtJcyU8LzXiHsTcD2GbbWZT0ny-g-a-becDGQiPg96BW6rI4HmN6b9DAjUGcJdHvhKzzGPD5s7HhqJ_KjsF1IO_dtWYmXDXJ4Q9SthjgjavG
4. <https://www.facebook.com/priyom.mozumdar/posts/10156124409109555>
5. https://l.facebook.com/l.php?u=https%3A%2F%2Fthefinancialexpress.com.bd%2Feducation%2Fplatform-to-share-passion-for-sports-1518634615&h=AT2RbuhHKGq7OZbk3i7VrPjgtJcyU8LzXiHsTcD2GbbWZT0ny-g-a-becDGQiPg96BW6rI4HmN6b9DAjUGcJdHvhKzzGPD5s7HhqJ_KjsF1IO_dtWYmXDXJ4Q9SthjgjavG