

GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE 638316



ELECTRICAL AND ELECTRONICS ENGINEERING

NAAN MUDHALVAN

DIGITAL MARKETING ASSIGNMENT

NAME: VIMAL M A

NM ID: au731120105324

BRAND NAME: Yo e-SPORTS

CATEGORY: GAMMING ESPORTS

1. Create a blog or website using Blogspot and WordPress. Customize the themedesign and post new article with 500 words.

Blogspot link:

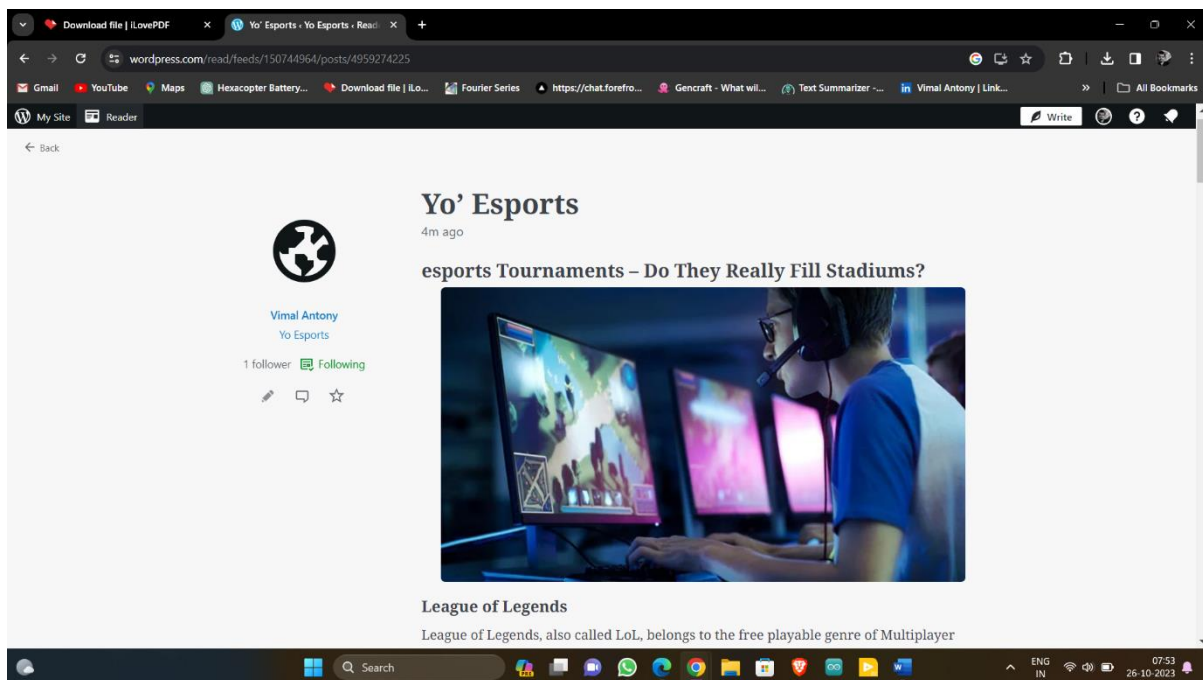
<https://yoesportsplaytowin.blogspot.com/2023/10/esports-tournaments-do-they-really-fill.html>

Theme design:

Link: Website using WordPress

<https://freeesports805.wordpress.com/2023/10/26/yo-esports/>

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Legends are very similar in their game mechanics. In Dota 2, too, the objective is to capture the opponent's base. However, due to the abilities of the numerous playable characters, Dota 2 is much more tactical and less centered on the one game character. With [over a hundred heroes](#) to choose from, DOTA is a very diverse game.


The game is played in teams of five. A round takes about 15 to 60 minutes. The tournament scenario differs depending on the event. In a double knockout system, a team must lose twice to be eliminated.

ESL ONE CS:GO

The summer in Cologne is all about esports. In addition to the annual gamescom, the world's largest event for computer and video games, CS:GO teams will compete there at the esports event ESL ONE Cologne. 15,000 esports enthusiasts make the pilgrimage to the esports tournament in the LANXESS Arena in Cologne to cheer on their favorite teams – an atmosphere similar to that of the World Cup:Cologne is not the only venue for the ESL. The ESL ONE holds tournaments worldwide for CS:GO in other metropolises



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ESL ONE DOTA 2

Just like the first person shooter Counterstrike, DOTA 2 has garnered a large fanbase in the eSports scene. In 2017, the tournament took place in Hamburg for the first time, but thousands of eSports fans have already gathered in Frankfurt in previous years to cheer on DOTA teams. The esports event, endowed with one million dollars, attracted 10,000 people to the Barclaycard Arena in Hamburg in 2017:




While a variety of games are played in the ESL One and ESL Intel Extreme Masters Tournaments, the LCS only focuses on one game: League of Legends. The tournament is run by the game's own creator: Riot Games. The tournament is divided into Spring and Summer, meanin



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g grand finals are held twice a year.

The World Cup casts a spell over players and spectators around the world. So far the event has been held on three continents. A single World Cup often takes place in different countries and cities:

- Jönköping, Sweden (DreamHack 2011)
- Taipei, Taiwan / Singapore, Republic of Singapore/ Busan, South Korea / Seoul, South Korea (2014)
- Paris, France / London, Great Britain / Brussels, Belgium / Berlin, Germany (2015)
- USA: San Francisco / Chicago / New York / Los Angeles (2016)
- China: Wuhan / Guangzhou / Shanghei / Beijing (2017)
- South Korea: Seoul / Busan / Gwangju / Incheon (2018)

While there was originally a prize pool of \$100,000 for players in Sweden in 2011, the prize pool grew to \$4.5 million in China in 2017.

Rut it's not just the prize pool that's increasing. The number of spectators also continues

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telecom 11 and Samsung Galaxy fought for the title in the final. 40 million viewers also followed the event via live stream.



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The International is the world's largest endowed eSports event, with 25.5 million dollars in prize money at stake in the Dota2 tournament. The 1st place finishers Team OG received 11.2 million dollars and the two last place finishers received \$63,580 dollars. Although the tournament was organised by the game's developer Valve itself, most of the prize money came from the fans. Their combined in-game purchases made up the majority of the prize money. In 2018, the promoters paid only 1.6 million by themselves.

Because of the enormous prize pool, esports both men and woman are expected to compete in the high-stakes tournament. You can also see this in the short report on the final teams Team Liquid and Newbee at The International 2017:

The Esports event is now held mainly in North America, although the foundation was laid in the eSports metropolis of Cologne. The venues so far have been:

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laid in the eSports metropolis of Cologne. The venues so far have been:

- Cologne, Germany (2011)
- Seattle, USA (2012, 2013, 2014, 2015, 2016, 2017)
- Vancouver, Canada (2018)



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Esports tournaments – the enthusiasm remains

So do esports events really fill stadiums? Yes, they do. The ESL ONE Cologne 2017 even broke all spectator records according to [information from ESL Gaming](#). In addition to the 15,000 daily spectators in the LANXESS Arena, more than 180,000 viewers watched

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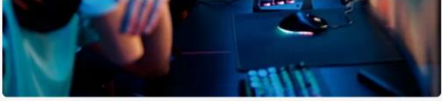


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Esports tournaments – the enthusiasm remains

So do esports events really fill stadiums? Yes, they do. The ESL ONE Cologne 2017 even broke all spectator records according to [information from ESL Gaming](#). In addition to the 15,000 daily spectators in the LANXESS Arena, more than 180,000 viewers watched the stream on Sliver TV. And the following on social networks was also huge, with 30 million unique users.

[Earning money by gaming](#) becomes more and more attainable as esports tournaments fill whole arenas. Do you want to become a professional esports athlete yourself? Then we have some tips for you on [Fitness and nutrition in esports](#). Or do you have a team yourself or are you involved in an esports club? Then take a look at our [Esports Jerseys](#). With these you will make an instant impression at your next tournament – no matter if you are a player, a coach or fan

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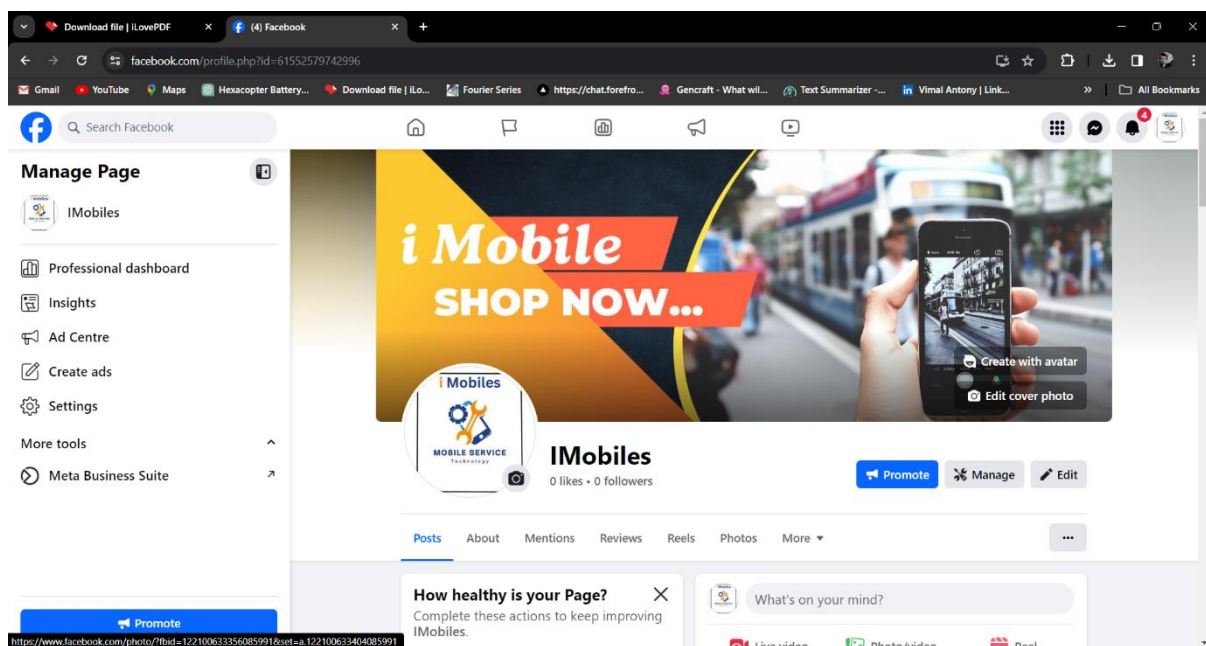
Beyond the Obstacle

2.Create a New Facebook Business Page and post one social media poster for yourbrand.

Link: Facebook business page

[iMOBILES](#)

Screenshot:

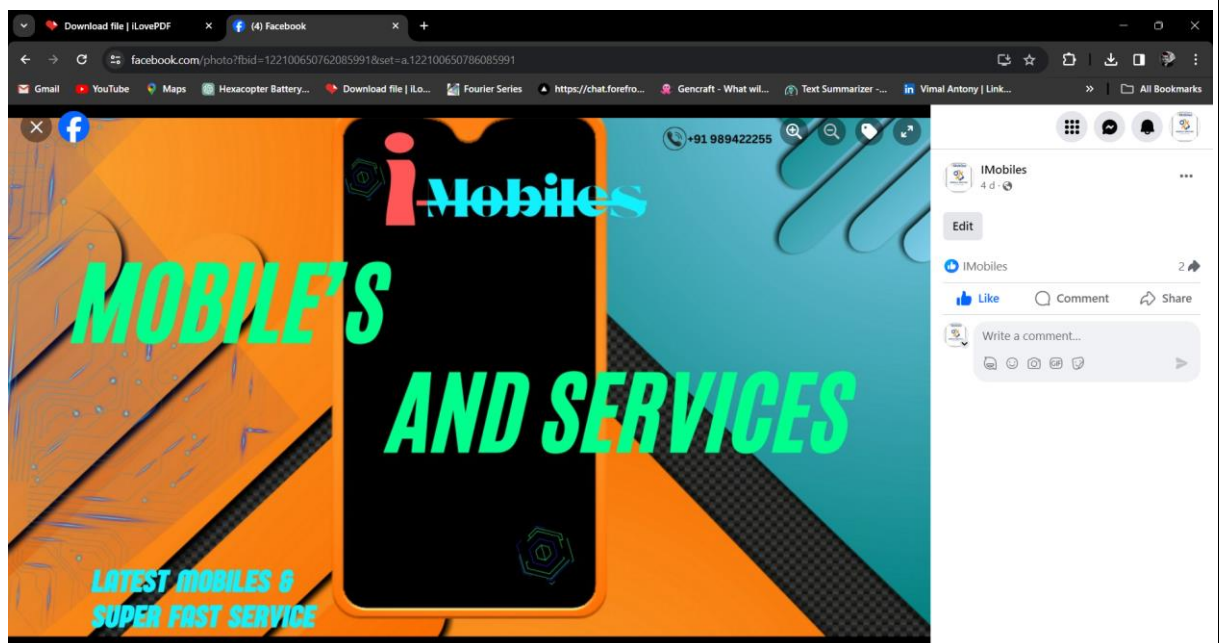


3. Create and design a social media advertisement poster using canva.

Link: Social media advertisement using canva

<https://fb.watch/nVyrQfMX8/>

Screenshot:



4. Create email newsletter design using MailChimp or canva tool.

Link: Email newsletter design using canva

<https://yoesportsplaytowin.blogspot.com/2023/10/yo-esports-news-letter.html>

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