

SAIRAM VENKAT

PORTFOLIO

FOUNDER – MEGA MEDIA AGENCY

SPECIALIST IN SPORTS & POLITICAL MEDIA MARKETING

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ABOUT ME

I'm Sairam Venkat from Vizag. A passionate **cricketer** at heart, having played at **district and club levels** in Andhra Pradesh, cricket has always been a driving force in my life. Although I may not have made it as a professional player, my journey in the game taught me more than just technique – it taught me **resilience, branding, audience engagement, and storytelling**.

With this experience, I transitioned into the world of sports marketing, developing my own unique methods to understand and influence how sports can be represented digitally. This journey led me to establish **Mega Media Agency**, a specialized media firm focused on sports and political branding.



VISION

To elevate Andhra Pradesh's cricketing presence through strategic, modern, and content-driven digital marketing – giving players, leagues, and sponsors the visibility they deserve.



MISSION

We aim to make Andhra cricket and leagues like APL as socially relevant as associations from Mumbai, Karnataka, Punjab, and Vidarbha, who not only excel on-field but are also digitally dominant.

PROFESSIONAL BACKGROUND



Sports Marketing Experience

- **Bangalore Blasters (KPL):**

Served as content admin and later secured full social media management for the team. Created live match content, reels, player highlights, and sponsor integrations.

- **Vizag Premier League:**

Voluntarily contributed social media content, match highlights, and live designs – giving wide visibility to local cricket talent.



Political Media Marketing

Handled social media marketing for:

- **MP CM Ramesh Garu**

Managed their branding, online presence, campaign promotions, and engagement strategies with a focus on public reach and digital identity.

- **MLA Konathala Ramakrishna Garu**

OUR CORE SERVICES

SOCIAL MEDIA MANAGEMENT

End-to-end management of Instagram, Facebook, Twitter (X), YouTube.

Content calendar planning, real-time coverage, and consistent audience engagement.

CREATIVE & REELS PRODUCTION

Instant reel creation using professional iPhones and rapid editing tools.

Match highlights, emotional storytelling, behind-the-scenes content, and viral cricket content to boost player and league visibility.

DIGITAL CAMPAIGNS & ADS

Meta (Facebook/Instagram) Ad Campaigns

Google Ads for targeted visibility
YouTube growth strategies and monetization plans

PLAYER BRANDING & SPONSORSHIP PROMOTION

Player photoshoots and spotlight videos

Promoting sponsor brands through player content (jersey branding, player endorsements)

Creating dynamic graphics that align sponsors with player moments.

MARKETING STRATEGY FOR APL/CRICKET ASSOCIATIONS

CONTENT-FIRST, ENGAGEMENT-FOCUSED

- Trending reels with emotion + excitement
- Match-day hype videos, countdowns, and player storylines
- Interviews, performances, and mic'd-up sessions
- Integrating memes, trending audio, and pop culture

DISCOVERY → ANALYSIS → EXECUTION → OPTIMIZATION

- Identify gaps in current digital efforts
- Tailor campaigns per team/goal
- Execute with high creative standards
- Optimize for maximum reach and relevance

CASE STUDIES & SAMPLES

We believe in showcasing our talent through work. Below are links to:

- Social media accounts handled
- Reel and post examples from Vizag Premier League
- Campaign examples from Bangalore Blasters
- Political campaign samples

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CASE STUDIES & SAMPLES

Social Media Account Handle



VIZAGPREMIERLEAGUE_T20



CMRAMESH_MP



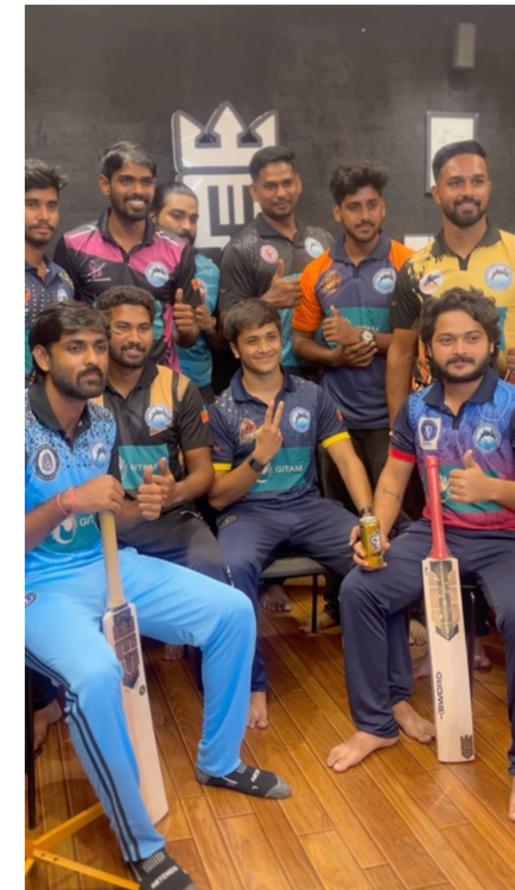
KALYANIBENGALURUBLASTERS



KONATHALA.RAMAKRISHNA

CASE STUDIES & SAMPLES

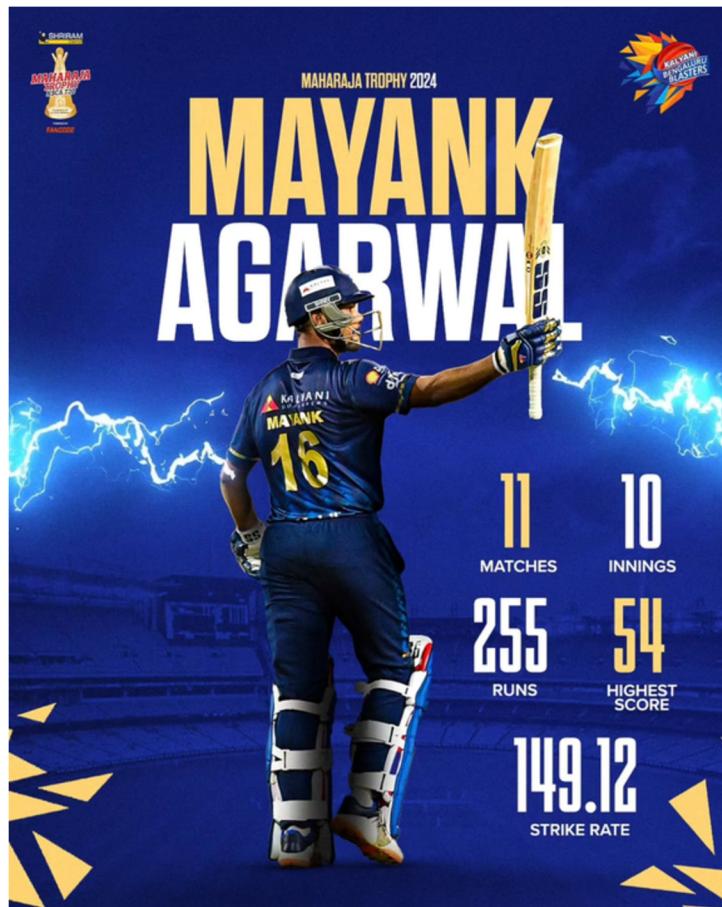
Vizag Premier League



VIZAGPREMIERLEAGUE_T20

CASE STUDIES & SAMPLES

Kalyani Bengaluru Blasters



KALYANIBENGALURUBLASTERS

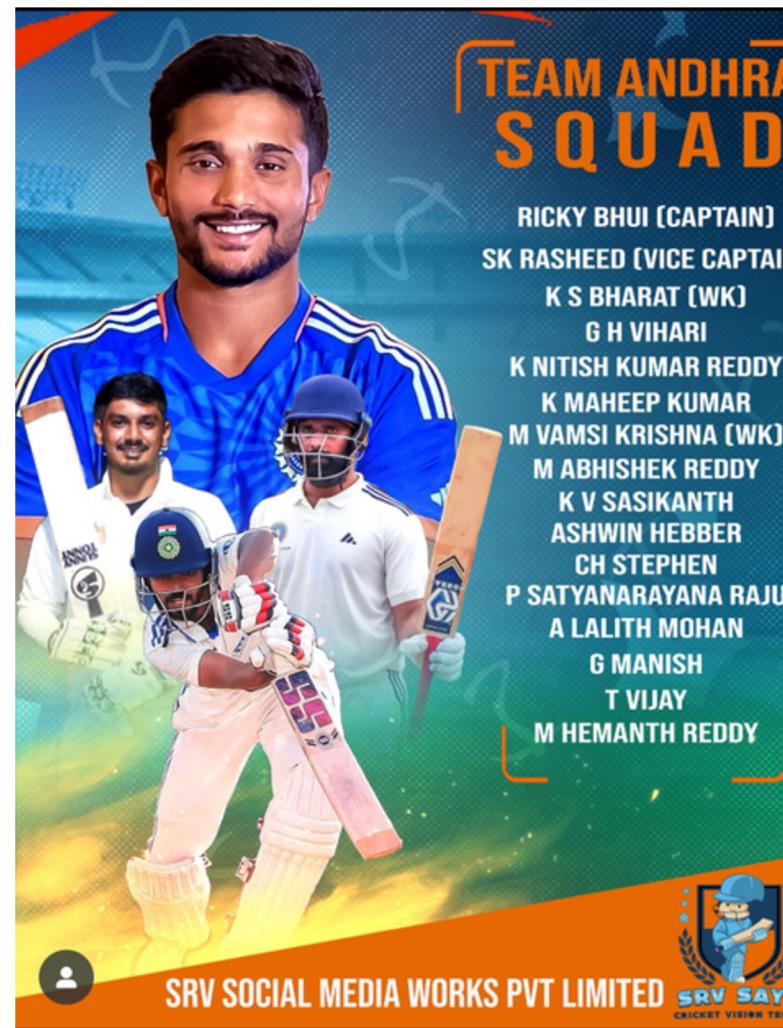
CASE STUDIES & SAMPLES

POSTERS



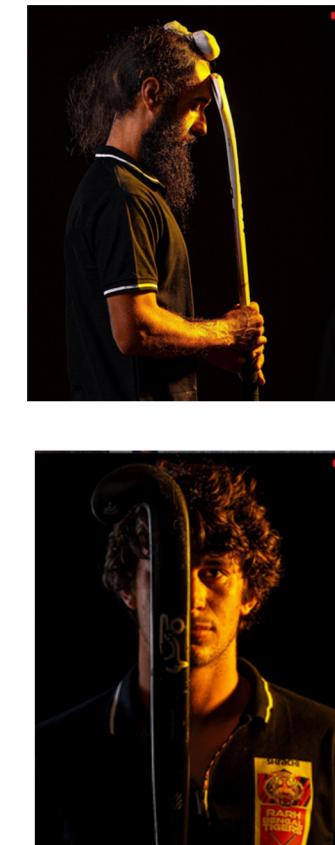
CRICKET VISION PROFILE

CREATIVES DESIGN



CRICKET VISION PROFILE

PLAYER PHOTOSHOOT



CRICKET VLOGGING & EDITS



PLAYER ELEVATION VIDEOS

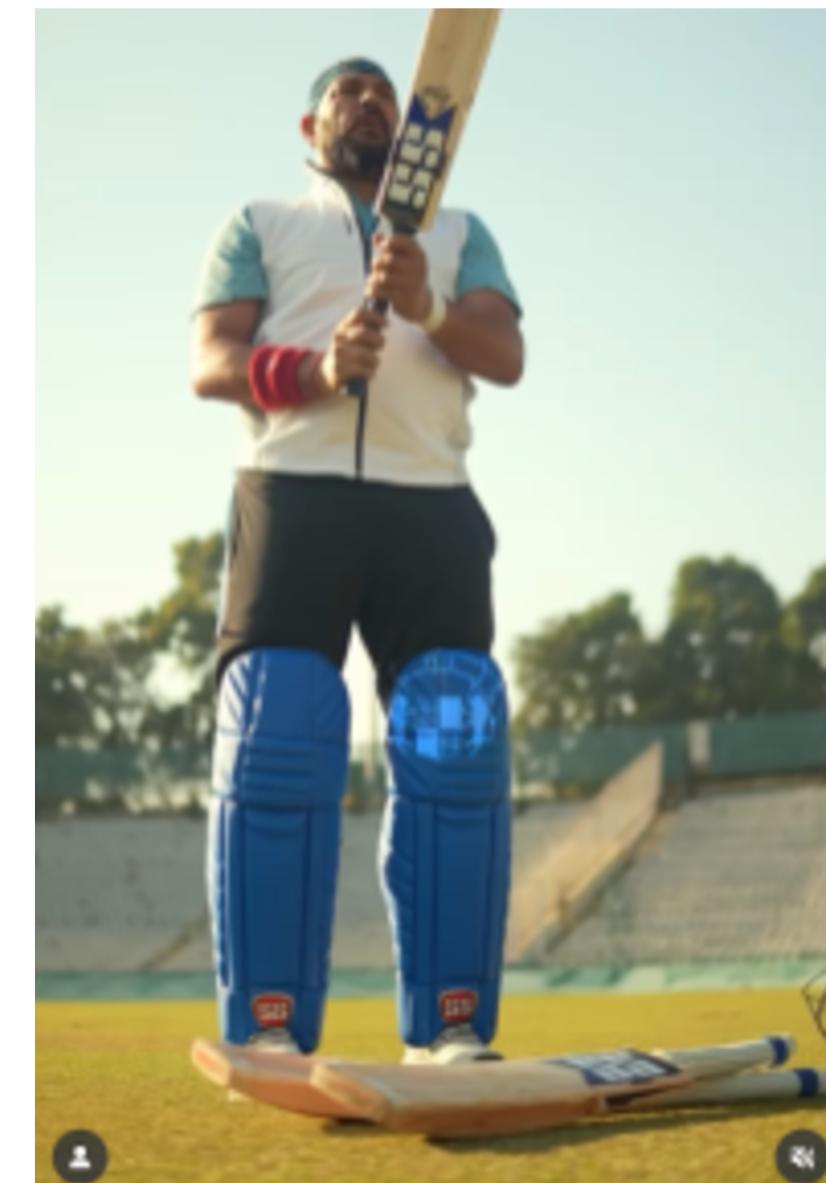
CONCEPT TO CREATION



- Mic talks , with players association updates

CONCEPT TO CREATION

- Promoting star players from association Page
- Complete League Coverage Crew for Social media.
- Cinematic Shooters & Editors For Reel Making Along With iPhone Instant reels .
- Drone to Gimbal – We Cover It All
- Best Gear. Best People. Best Content.
- Where Skill Meets Storytelling.



OTHER ASSOCIATIONS AND US DIFFERENCES

They:

- Share regular updates about their teams and players
- Make creative reels and match highlights
- Promote their local talent very well
- Keep fans engaged with interesting posts and stories
- Give proper branding space to sponsors and partners

Andhra Pradesh has:

- Good cricketing talent but not enough visibility
- Very less content about our players and performances
- Less use of modern trends in reels and social media posts
- Missed opportunities to grow the league and connect with fans

Even though Telugu cinema is a top industry, we are behind in cricket marketing.

We should use our creativity and energy to build a strong brand for Andhra cricket, just like these other states.

CRICKET VLOGGING: A MODERN APPROACH TO PLAYER MARKETING

Cricket vlogging offers a unique and engaging way to enhance player marketing, especially during match time. Leveraging the power of smartphones like the iPhone, we can instantly capture high-quality footage of player performances and quickly turn them into compelling reels for social media.

By creating **short-form content** from *practice sessions, training camps, and behind-the-scenes moments*, we not only showcase the players' dedication and progress but also build a stronger connection with the audience. This real-time storytelling approach demonstrates our commitment to continuous improvement and adds a dynamic, relatable layer to our brand.

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Andhra Pradesh has immense cricketing talent – But *talent must be seen to be celebrated.*

Our aim is to highlight players, build the league brand, and maximize sponsor visibility through strategic and emotionally resonant content.

Let's grow together.

 Connect with: Sairam Venkat

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Mega Media Agency

