

#PRESS RELEASES



Empowering content creators: Daraz ushers in a new era of influencer impact

In a dazzling display of the modern digital landscape's ever-expanding influence, Daraz Bangladesh, the country's largest online marketplace, joined hands with The Daily Star to orchestrate a flagship event that has sent ripples of excitement across the creator community.

The Event

The inaugural chapter of Daraz Influencer Connect, a full-day congregation of aspiring and established influencers, witnessed an overwhelming response that underscores the growing impact of digital content creators in shaping contemporary consumer trends.

From the very inception, anticipation

had been building as registrations poured in following Daraz's social media announcement in June. The event, held on 4 August at the Aloki Convention Center, Tejgaon, unfolded with an intense energy. The speakers Amin Hannan, Rafsan Sabab, Thoughts of Shams, Rakin Absar, RJ Zibraan and Bushra Kabir shared their take on aspects like content starting from authenticity, making a mark as a presenter, polishing editing skills to getting to work with brands.

Sharing of Experiences

The exchange of ideas wasn't confined to the stage; attendees, including some of the country's most popular social media content creators, engaged with each other, sharing experiences and knowledge that further enriched the event's tapestry.

Talat Rahim, Chief Marketing Officer of Daraz Bangladesh emphasized on how Daraz is enabling the youth to make their own identity through content creation.

Tajdin Hasan, Chief Business Officer of the Daily Star echoed with this and expressed how media is always there to help these young talents prosper.

Commitment to content creator growth

At the heart of the event was the mission to empower participants with the skills and insights necessary for building successful freelance careers through the creation of outstanding content.



Anisa Murshed, Head of Offline Marketing at Daraz, shared the life journey of an influencer from inception to brand ambassadorship. The platform not only equipped influencers with essential tools and knowledge to monetise their creations effectively, but also opened doors for potential collaborations with brands down the road.

Daraz's commitment to nurturing content creators has been an ongoing endeavour. Irrespective of follower counts, they have been championing aspiring influencers, offering them a unique opportunity to flourish in the digital landscape.

Focus on Affiliate Marketing

Complementing this initiative, the Daraz Affiliate Program has paved the way for

freelancers to earn enhanced commissions by promoting and selling products from the comfort of their homes. This pioneering affiliate program, the first of its kind in South Asia, bestows affiliates with commissions of up to 18 per cent, solidifying Daraz's dedication to facilitating content creators' income-generating potential.

Numerous Earning Options

In keeping with the digital age's pulse, Daraz also extends platforms like livestreaming, where sellers and influencers can go live on the Daraz app, connecting with thousands of viewers in real-time, sharing product details and campaigns that can be instantly availed.

Foreword to the Future

The resounding success of the inaugural Daraz Influencer Connect in collaboration with The Daily Star serves as a testament to the collective creative prowess of minds big and small, and it has unfurled the curtains on a new era of influencer empowerment. The echoes of this event are certain to reverberate throughout the digital realm, inspiring countless aspirants to traverse the path of content creation.

With lofty aspirations, Daraz is determined to further amplify this platform in the future, solidifying its role as a transformative force in the world of digital creativity.