

#WOMEN EMPOWERMENT

Meet the woman who's shaping Bangladesh's 'INFLUENCER' MARKET

In 2018, the term "influencer" was barely part of the Bangladeshi marketing lexicon. While most brands relied on celebrity endorsements and traditional media, Breity Sabrin was already seeing the tremors of a digital shift. What others dismissed as fleeting content, she saw as the future of storytelling. And when the world came to a standstill during the COVID-19 pandemic, she didn't hit pause.

She built something that would eventually contribute to reshaping the country's digital branding landscape, "The Marvel – Be You," under the parent company, The Yours Truly.

When the world stopped, the idea moved

Her journey began with "Just Stories," a small content marketing initiative where she tested ideas, built relationships with creators, and identified market gaps. Her academic background in global marketing and her years in corporate brand strategy gave her the muscle. But then, COVID-19 happened, and forced everything into stillness.

"Within eight months of starting my first business, the pandemic hit. But it also gave me time to reflect, observe, and pivot," Sabrin recalls.

With the country locked indoors, content consumption exploded. TikTok boomed, YouTube creators became household names, and social media was no longer a distraction. Yet, what Breity Sabrin noticed was not just the growth of creators, but the randomness of it all. There was no system or strategy.

"Influencer marketing had started to rise worldwide, but in Bangladesh, it was still an undefined segment," she recalls. "There were no data-driven systems, no strategy — just scattered collaborations. That's when I saw the opportunity."

The Marvel – Be You: A platform, not just a project

The Marvel – Be You emerged from identifying a vacuum. Sabrin envisioned a platform that offered recognition and rigour. She launched the Marvel of Tomorrow Influencers Summit and Award, the first data-backed influencer recognition event in the country.

"We wanted to recognise creators not by follower count, but by impact," she explains. "That meant analysing their content, their reach, their influence on audiences."

Authenticity isn't optional

Despite the industry's growth, Breity Sabrin remains clear-eyed about its pitfalls. Brands, she notes, still struggle to understand how to work with influencers without stripping them of what makes them influential in the first place.

"Influencers aren't actors," she says. "People follow them because they're authentic. If a brand tries to change their tone or persona, the audience can sense it. That's when engagement drops."

On the flip side, she cautions influencers, too. "If an influencer endorses one phone brand this week and a competitor the next, it erodes their credibility. People stop trusting them."

And then there's the issue of compensation. Unlike global markets where influencer rates are guided by data



— cost per view, engagement metrics — Bangladesh's influencer economy remains inconsistent.

"The payment structure here is extremely fluctuating. It's not always justified by performance metrics. And that hurts everyone — the brands, influencers, and the platforms."

No gatekeeping, just guidance

Marvel's open-door policy is one of its most defining features. Creators don't have to pay to join the platform. Marvel earns through brands, not influencers.

"Influencers are our assets," Sabrin states. "If someone wants guidance on how to grow, we offer it — no charge. If we manage their profiles and get them brand work, only then do we take a commission."

This model ensures that both rising and established creators have access to a professional ecosystem, without being excluded for lack of funds or connections.

Flex: Monetising the everyday

While The Marvel – Be You is B2B, Breity Sabrin's latest venture, Flex, is consumer-facing. Flex targets young users who love posting on social media but don't always consider themselves 'influencers.'

"We noticed that even students or young professionals were tagging brands regularly, posting content, but receiving nothing in return," she says. "We asked, what if we rewarded them for it?"

With Flex, users with modest followings like 500 followers on Instagram or 2,000 on Facebook, can access offers, cashback, and perks by simply tagging brands in their

posts. The Flex prepaid card, backed by Eastern Bank and VISA, allows these users to receive monthly rewards.

"It's about converting social currency into real value," Sabrin explains. "You don't need a million followers to matter. You just need a voice and consistency."

A woman in tech

As a female entrepreneur, Breity Sabrin doesn't lean into the label.

"I never wanted to think, 'my challenges are harder because I'm a woman,'" she states. "That mindset puts you in a victim role. Business is hard, period — regardless of gender."

She credits much of her success to her co-founders, especially Mahzabin Ferdous, a long-time friend and fellow entrepreneur. "Having co-founders who share your vision and complement your skills is vital. Execution gets easier when you're not alone in the trenches."

Her advice to aspiring entrepreneurs? Be brutally prepared.

"You have to be mentally, emotionally, and financially ready. Don't romanticise business. It's a battle, and you need the right team and mindset to survive it."

In a space often driven by hype and vanity metrics, Breity Sabrin stands out for her precision, her refusal to cut corners, and her deep belief that the future of branding is not built on ads, but built on people.

**By Ayman Anika
Photo: Courtesy / Collected**

