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Rag-Tag Sports

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Author Note

The content of this paper is done so in affiliation with Boise State University, specifically

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Abstract

The idea behind my capstone project is to determine how to make a podcast engaging and fulfill a thorough customer journey. The average podcast can lack engagement, integrative branding, and the overall sense of community. By building an interactive website with engaging content, we can build a community that forms a strong brand name and recurring customers. The current Boise community has a lack of strong branded podcasts which reduces the opportunity for entertainment in that field. By creating a newly innovative podcast it can bring an aspect to the community that has not been seen before. The project will directly impact the general public (fans), the podcast employees, and myself by providing additional entertainment and revenue.

Keywords: Innovative, teamwork, fulfillment

Section 1: Introduction to your Capstone Project

My close friends are who to thank for this project. This project is for them and it is in hope that the end product will help them reach their goals and dreams. These close friends have been in my life for just over a decade and have done so much for me in that time. The friendship we have all built is something that will last a lifetime and I hold that close to my heart. I wanted to give back to them and provide them with an opportunity to follow their aspirations by designing this project around their podcast idea.

My project will start by meeting and holding conversations with the stakeholders (my friends) to get a feel of what their needs are and to provide them with my intentions. Ultimately I want to build towards providing them with a platform which will require them to deliberate on how they would like to post content. Once initial collaboration is completed I will move forward with building a website that fits the needs of the stakeholders. Social media business accounts will also be created so that they can begin building a fanbase and interacting with their audience. Lastly google analytics will be implemented into both sites to provide hard data on what processes are or are not working.

Section 2: Elements coming together

Innovative Approach

The podcast world is very opinionated, both the industry itself and outsiders who research the industry. This can be good but also terrifying to those looking to enter the industry. I think taking these different perspectives and opinions will help me pull from an ample amount of sources and to integrate the best practices into my project. Business professionals will help me decide the best path to branding/revenue success and podcast icons can help determine the best path for content (the do's and don'ts).

One thing I have learned is that small local branding is not used enough, the businesses that focus sources on this tend to be known and an image is solidified within the community. Podcasts in Boise are small, even smaller is sports specific podcasts. I think there is an opportunity to take control of this field and use strategic small branding exercises such as a website and local advertisement to establish a name for the podcast brand.

Business professionals such as Sourabh Chirimar who has studied strategic pathways to better customer relations or author Haili Pan explaining how to successfully integrate community branding has helped me in understanding better business practices. I have also spoken with a business analyst within my current employer who has t insight on how the mind of an individual in this field works. This knowledge has provided professional assistance to me and the other stakeholders when coming to conclusions on the multiple business decisions we have had to make. Additionally I have been listening to some popular podcasts and local podcasts to see what ideas work and those ideas that can be improved on.

Emotional Intelligence

The research creates awareness of myself because I am utilizing a vast amount of skills that have been acquired through my school work and integrating them directly into my work. This project will show how much my skills have improved and also affected my time while in school. This final project will require that I reflect on the changes I have gone through while at Boise State and how I can implement these changes into my work. By doing so it will allow me to understand who I am as a student and how my skills can be used in the real world. Not only does this affect my self awareness but it also indicates awareness for others. My project is built around helping a team with a task, that task being a foundational kit so that their podcast can have a strong start up. I have to take into consideration the team's opinions and thoughts as I

work to design a platform that is useful to them.

My project will directly take into account the opinions of the stakeholders and the community in which the podcast will be offered. When starting a business and building a name for yourself it is highly important to take into consideration the community and the audience you are attempting to reach. To remain in good standing with these groups can help build strong relations and furthermore strengthen your brand.

Additionally my project will help educate a small group of others with the best business practices to engage in within the Boise community. My hope is to educate the stakeholders so that they can continue building a brand and creating content that they know will be beneficial to their business. Additionally, my research will show what is needed in order to be successful in this market and what actions are needed to be successful. Small businesses are hard to profit from and are rarely successful, it is my responsibility to provide solutions and allow for an advantage in the market for my stakeholders.

Creative Thinking

When starting a business you have to think about how to get consumer attention. With the internet being the largest it's ever been it is extremely important to be well skilled with navigating and operating the internet world. Social media and overall internet presence can make or break a business. So, when thinking about how to build a brand and make a name for the podcast my head went immediately to determining the best media and internet marketing strategies. One big thing that you need is a homebase, now a podcast does not need a large space like a grocery store would but rather a place that is easily accessible and quick to navigate too. A website is perfect and can bring together the brand's community in a quick and easy way. When designing a website, I had to think about who the consumer base is and what they value. First

off, it's a sports podcast, so we want to make sure the website offers a sports feel. I thought about

what connects fans and I came to the conclusion that colors are a major factor. While designing

the website I made sure to pick a color scheme that pops out and is unique in its own design, this

scheme is fluent throughout the website and brings a sense of a team which is how we want our

consumers to feel. I believe the second creative aspect I had to pull on was language, what words

and tone would really grab our consumers attention. This is a difficult aspect to play around with

due to not wanting to sound unprofessional but also make sure you connect with your audience,

finding that sweet spot can really add to the customers experience.

As sort of explained above I am thinking as if this is truly a sports team and I want the

owners, employees, and audience to all feel like they are playing for the same team. Much like

how video game streamers build an online community I am attempting to bring that over to the

podcast world by making everyone on the team feel engaged. Podcasts are more a less one sided

conversation, I want the idea of making it a community engagement event so that fans can have

regular and real conversations with the hosts each week.

Your Innovative Solution

For me this is something somewhat out of the ordinary, by this I mean the complete

branding and breakdown of how to start a potential business. My project is based on creating a

platform such as a website and business plan for a sports related podcast. The podcast would be

from myself and my close friend group and the hope would be that we can start to record and

post content that we love and enjoy while also creating an audience. To establish an ideal brand I

will be creating a name, logo, color scheme, and also be building a website. These will help add

to the brand by creating a solid foundation to the podcast and something me and the other

stakeholders can use to grow our name. I have never had a great chance at building something

that could have a direct impact on mine and my friends lives so this is a new realm for me. My time working on my project has shown me new compassions I have and even new work ethics that I have never experienced. The direction I have pushed this project to be was determined by my ambition to create something so unique in my life that I never thought would be possible.

The podcast industry has found a strong high of perfection and overall success with many different platforms and individual podcast brands. Being a listener and a fan of a vast amount of genres, I have learned a lot but most importantly I have experienced what makes or breaks a podcast. One thing I have noticed is that podcasts are well podcasts, they tend to have similar formats and a lot of the time they tend to have extremely similar segments. This is what I have noticed seems to ruin the experience and hurts the overall enjoyment of the podcast. I am taking the approach of the podcast which is historically a sit and listen and turning it into an interactive experience. One of the biggest thoughts was to host live shows. I made the connection of video game streamers and how they have made hundreds of thousands off view and I thought of what's so different about streaming and podcasts. Well the obvious one is visual context, but this is not always the case, many podcasts now record their shows or even live stream. The not so obvious one is the fans, I enjoy podcasts and the speakers but I never get a real chance to connect or interact with the podcast teams. I think what makes my project innovative is to build a brand around a community much like how streamers do. This will involve in-person shows and allow our audience to delegate where we host. I think if it was without innovation the project would have been more bland. Things such as a website most likely would have not even been thought of or built. I think I would have definitely focused more on making social media content than anything else which also would have taken away from studying my community and how small businesses within Boise tend to be successful.

Section 3: Results

My capstone project has directly impacted my stakeholders by providing a foundation to their podcast and somewhere where they can share their content. This helps build their brand, reach a larger audience, and grow their audience. It has also had a direct impact on myself, which I consider a stakeholder in this project, by providing me with a real life lesson on working with business partners and supporting and catering to a small business's needs. This overall, has provided the podcast members, the project's main stakeholders, with a compassion to move forward with following their dreams and making their own podcast content. This will also have an effect on the Boise community as they will be making the content available to the public as another form of local business. This will further develop the local community by giving a larger variety of podcast options which in turn helps develop the podcast market in the Boise community.

So far my stakeholders have seen a platform slowly begin to rise. This has given them a space to collaborate and plan their business model. One of the biggest benefits I have seen from my stakeholders is the growth in compassion. I think without the website, and now social media pages they had nowhere to really promote the podcast so they lost the vision to continue. A text I received on April 9th from one of my stakeholders was "I can't wait to record again and actually have an audience outside the close friend group". There has been this fire that has sort of lit inside all of the talent and they are ready to try and get started again. This was an unforeseen benefit that I did not intentionally plan on but it is quite promising that my project has had a positive impact on the stakeholders. Another benefit I have seen rise from my project is the simple dialogue and planning, the website allows for promotion of upcoming events so this has

sparked conversations and brainstorming to determine what should the next podcast focus on and they are setting times and topics to discuss.

For myself I have found that working with a small group of passionate people leads to a lot of discussion and compromises. It has been difficult at times to figure out and make every stakeholder feel included, but ultimately everyone has been happy so far. This has been interesting to be involved with as it has taught me some valuable lessons such as what to do when there is conflict in decision making. I have also had to have some tough conversations with members of the team that were less passionate in an attempt to get them more involved. The lessons and experiences I have gained from these discussions and my overall project has helped shape me into a better communicator and has even provided me with some real life situations that will hopefully help me further down the road.

Section 4: Conclusion

The main purpose of my project was to establish a base platform where the owners and talent of this original podcast could provide their content. From the feedback I have received up to this point, I have been able to determine that the website, social media pages, and social media content ideas are up to the standard of the podcast owners. This information was gathered through in person meetings, surveys, text messaging, over phone conversations. In total there were four owners and talent for the podcast that this information was gathered from.

Website feedback was also provided by close friends and family through a soft launch of the platform. This was used to determine if the website was functioning properly and the flow of content was easy to navigate. From the feedback that was provided, I was able to test the website with a small group and receive any recommendations from outside sources. The different perspectives and opinions made for exceptional feedback on how to improve the website. Things

such as accessibility or phrases were suggested to be changed to be better understood by a wider

audience. Overall the website was "pleasing and offered a modern sports vibe" was just one of

the comments made by a family member. This information was brought to the stakeholders

where I was able to discuss and integrate these newly founded considerations. So far, the website

has had a few new users which I was able to use Google Analytics to determine traffic slow and

the average time spent on site. The Instagram account that was created has also been made

available to the public and we have already gained a few followers. After discussing with the

stakeholders on what we should promote as their first official podcast, we will then launch

marketing campaigns on these platforms so that we spread the word of the upcoming show. As

we campaign we will start to reach small audiences who will hopefully turn into followers on the

social media platforms. Even further, it was decided among the stakeholders to integrate a

subscription service into the website. It would be a goal within the first 3 months to launch this

service and gain 20 subscribers by the end of summer.

As far as what I would do differently, I would really like to start with actual content ideas

and build from there. I think it would have allowed for my personalization to the podcast brand

and could have provided important information when designing a website. I also would have

really liked to record and edit a podcast session as that would have been the main content of the

brand. Being able to see the final product and have that as a source to contribute to the overall

project would have been extremely beneficial to everyone involved in the project.

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Section 6: Appendix

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  - *If you click on the Instagram button it is hyperlinked to take you to the Rag-Tag account.

- Google Analytics:

  - https://drive.google.com/file/d/1ZVHajp4ZQXg5sftw-TNN3qWgoYlJQqGZ/view?usp=share_link

  - https://drive.google.com/file/d/1BMG7VmxLB27gCon324jn05l4tNCfcM6g/view?usp=share_link

- Instagram Insights:

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