

# PROFESSIONAL & COLLEGIATE ATHLETE

## BRAND EXPANSION

### OBJECTIVE

Being a professional is all about meeting your priorities in the most efficient, yet effective way possible, while staying true to your identity. The goal of brand expansion is to allow fans to further connect with that identity.

### CONTACT

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### NOTABLE CLIENTS

Nyheim Hines, Indianapolis Colts  
Myles Turner, Indiana Pacers  
Thayer Thomas, NC State Football



### INCREASE WEB PRESENCE

#### WEBSITE

#### ESTABLISH DOMAIN & CREATE ENGAGING PAGES

- Dedicated domain increases accessibility and brand awareness.
- Keep fans engaged with current events and information
- Establish shop to increase earnings and outfit fans

### DEVELOP QUALITY CONTENT

#### VIDEO

#### GENERATE CONSISTENTLY AND INTENTIONALLY

Create intentional and consistent content that serves a purpose (to inform, to inspire, to connect, to entertain)

Examples include:

- Background documentary designed to engage and inform
- Philanthropic activities to inspire change and increase community outreach
- Sharing hobbies to relate better to various demographics (fishing, cooking, golfing, etc.)
- Exclusive access (fan club meet and greets, autograph signings, etc.)
- Video game tournaments/streaming content

### SOCIAL MEDIA MANAGEMENT

#### ENGAGEMENT

#### INTERACT MORE AND WORRY LESS

- Scheduled content to maintain branding while accomplishing other objectives
- Consistent fan responsiveness, increasing personability
- Platform targeting to maximize content reach, headache-free