

GEORGIA WEEKS

SOCGER / FORWARD

ATHLETE LAB

ATHLETELAB.ORG



By Team 1



PLAYER PROFILE

35

Georgia Weeks

Scoring Statistics

2023 Season Statistics

Season Highs

	Value	Date	Opponent
Shots	4	09/17/2023	Pacific
Shots On Goal	1	09/17/2023	Pacific
Goals	1	09/17/2023	Pacific
Assists	0	09/17/2023	Pacific
Minutes	56	09/17/2023	Pacific

Game-by-Game Statistics

Date	Opponent	GP	GS	Score	G	A	PTS	SH	SH%	SOG	SOG%	YC-RC	GW	PK-ATT	MIN
08/27/2023	at LMU (CA)	*		2-0	0	0	0	0	0.000	0	0.000	0-0	0	0-0	10
09/17/2023	Pacific	*	*	3-1	1	0	2	4	0.250	1	0.250	0-0	1	1-1	56
Totals		2	1	5-1	1	0	2	4	0.250	1	0.250	0-0	1	1-1	66

Career Statistics

Scoring Statistics

	GP	GS	G	A	PTS	SH	SH%	SOG	SOG%	GW	PK-ATT	MIN
2021	5	0	0	0	0	1	0.000	0	0.000	0	0-0	68
2023	2	1	1	0	2	4	0.250	1	0.250	1	1-1	66
Total	7	1	1	0	2	5	0.200	1	0.200	1	1-1	134

\\ POSITION: FORWARD //

\\ YEAR: SENIOR //

\\ HEIGHT: 5'11 //

ABOUT GEORGIA

 *HOMETOWN | BOULDER, CO*

 *MAJOR | BUSINESS ADMINISTRATION*

 *GOALS | ENTREPRENEURIAL
BUSINESS ENDEAVOUR*

OFF THE FIELD



SWOT ANALYSIS

STRENGTHS

ATHLETIC TALENT
PASSION FOR FITNESS
MARKETABLE PERSONA/NAME

WEAKNESSES

SOCIAL MEDIA REACH
LACK OF PROFESSIONAL REACH
NO PREVIOUS NIL EXPERIENCE

OPPORTUNITIES

SOCIAL MEDIA ENGAGEMENT
NO CONFLICTING DEALS
FAN SUPPORT

THREATS

OVERSATURATION
DONE WITH COLLEGIATE SPORTS



POTENTIAL PARTNERSHIPS



SAMPLE MESSAGING TO POTENTIAL PARTNERS

Subject: Collaboration Inquiry: Georgia Weeks x Lulus

love@lulus.com

Subject: Collaboration Inquiry: Georgia Weeks x Lulus

Hi Lulus Team,

I hope this message finds you well. I'm reaching out on behalf of Georgia Weeks, a prominent soccer player and college athlete at Cal Poly San Luis Obispo. With a strong presence in sports and social media, she has a dedicated following. We're impressed by Lulus' commitment to style, quality, and inclusivity, and we believe a collaboration with Georgia could be mutually beneficial. Her active lifestyle, engaged audience, and collegiate influence align seamlessly with Lulus' brand. We'd love to discuss potential collaboration opportunities further and explore how Georgia can authentically showcase Lulus' clothing to her audience.

Looking forward to the possibility of working together.

Best,

[Your Name]

[Your Contact Information]

Sans Serif

Send

POSITIONING

Georgia's Key Attributes

Team Player

Georgia Weeks' reputation as a team player not only enhances the overall dynamics on the field but also brings a collaborative spirit to any project. Her ability to communicate effectively, share responsibilities, and contribute to a positive team culture makes her an appealing collaborator for businesses looking to align with individuals who prioritize collective success over personal achievements.

Marketability

Georgia Weeks is highly marketable, combining athletic excellence, engaging personality, and a strong social media presence. As a star soccer player and college athlete, her achievements and authentic, relatable image make her an ideal choice for brands seeking to connect with a diverse audience.

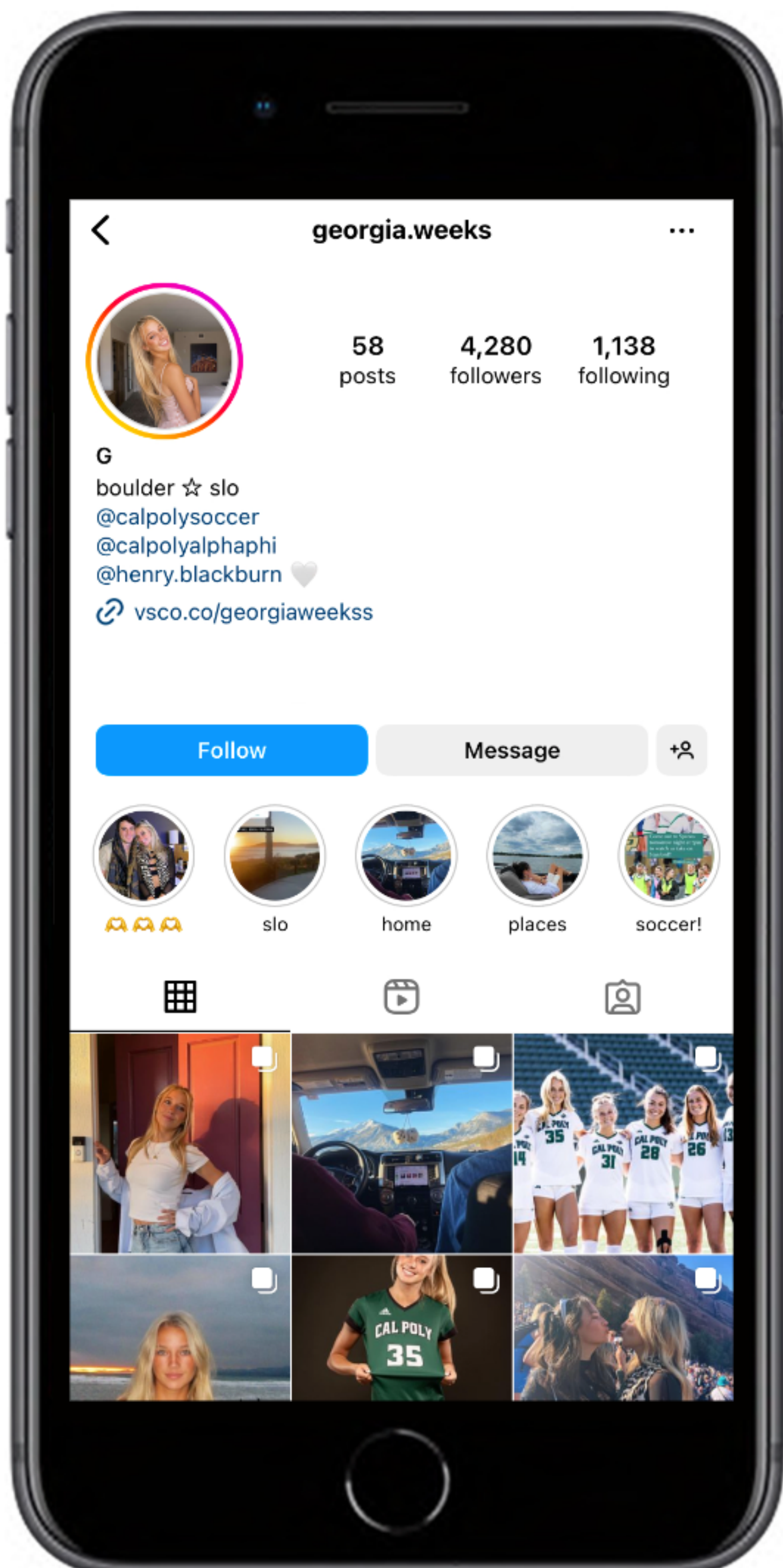
Tactics

Tailor Georgia Weeks' messaging with an upbeat, engaged, and confident tone, mirroring her dynamic personality both on and off the field to resonate authentically with her audience.

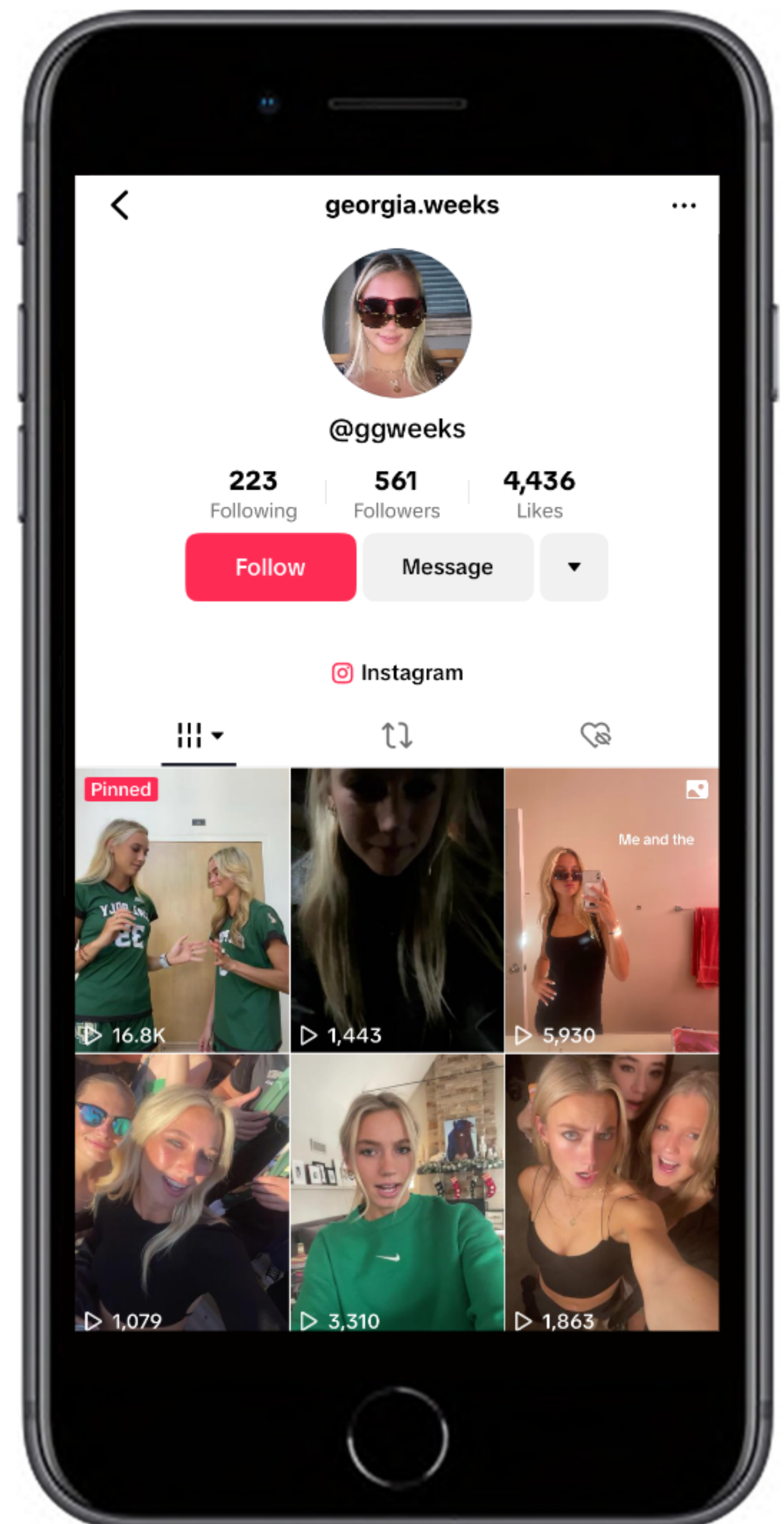
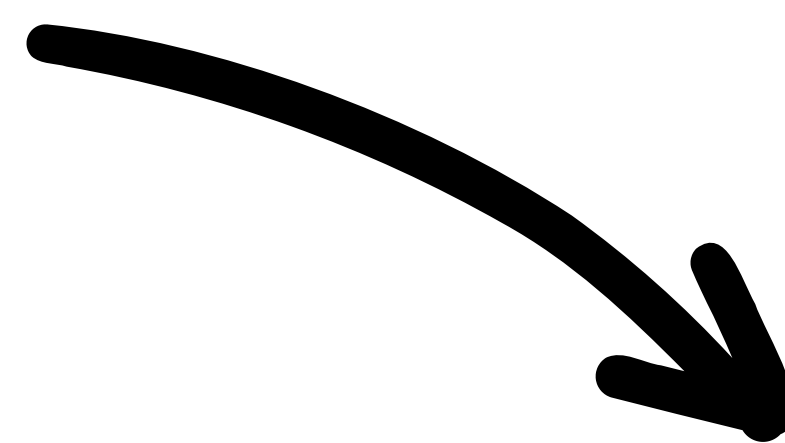


PLATFORMS

 **TikTok**



Instagram



Georgia Weeks garners considerable engagement across various platforms, securing a substantial following. With content that is popular amongst her followers on both platforms, her consistent audience engagement provides a valuable opportunity for promoting local businesses. By leveraging her impactful reach, Georgia can seamlessly incorporate the assets we provide into compelling Instagram posts and craft TikToks that align perfectly with the campaign's objectives

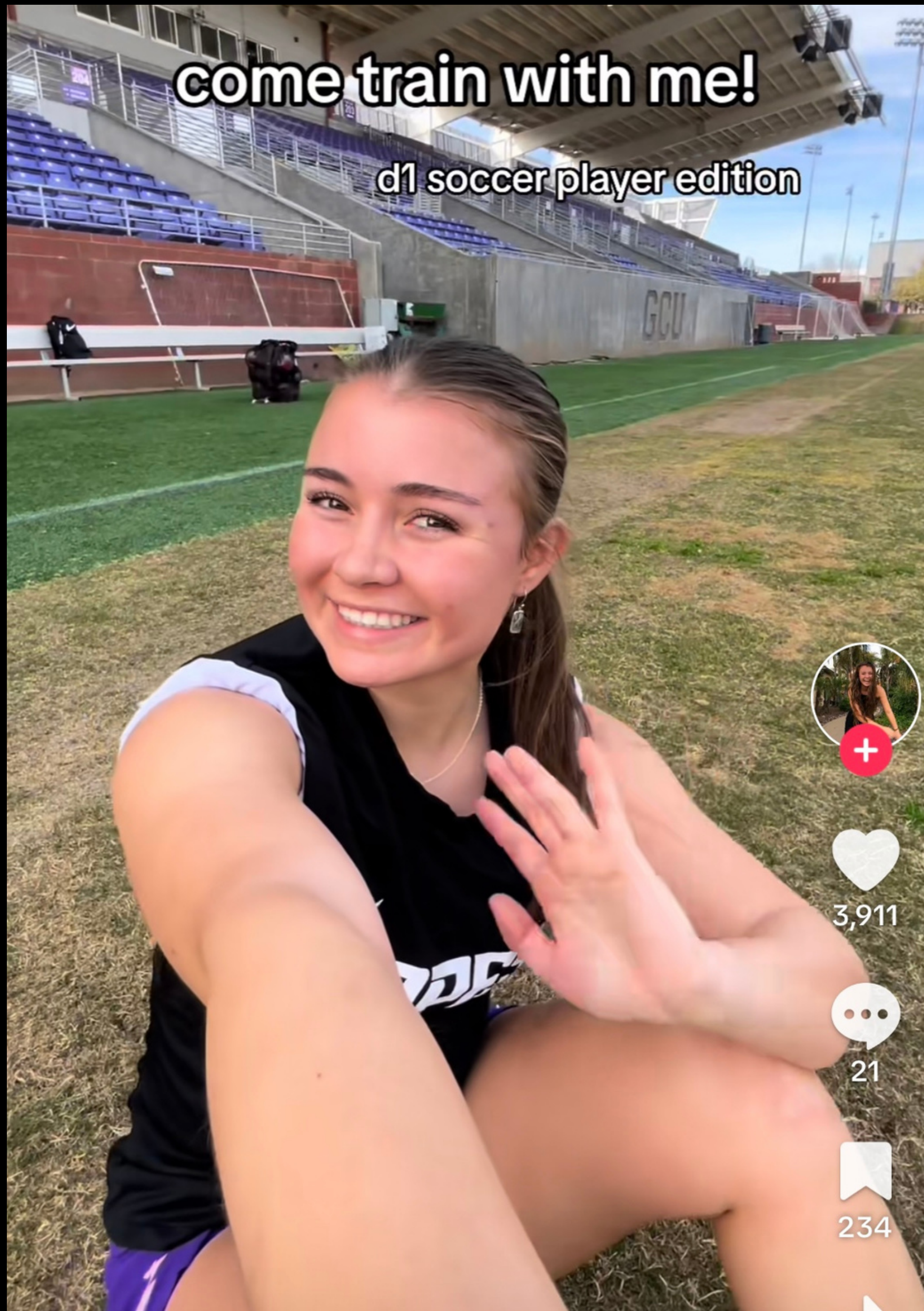
Social Schedule

<i>M</i>	<i>T</i>	<i>W</i>	<i>T</i>	<i>F</i>	<i>S</i>	<i>S</i>
<i>GO</i>	<i>S</i>		<i>D</i>		<i>GD</i>	
<i>TC</i>			<i>P</i>		<i>GD</i>	
	<i>S</i>		<i>D</i>		<i>GD</i>	
<i>TC</i>			<i>P</i>		<i>GD</i>	
	<i>S</i>		<i>D</i>	<i>LM</i>	<i>GD</i>	

SOCIAL SCHEDULE KEY

- Gameday walkthrough (GD): Reel of pre-game routine and results
- Day in the life (D) - Reel through a regular school day
- Product review (P) - Post detailing a new product received or bought
- Store review (S) - Post detailing a new store visited
- Local company of the month (LM) - Post highlighting a SLO business
- Team content (TC) - Post or reel of teammates or coaches
- Goal setting (GO) - Post or reel about monthly goals

Content Samples



“Come train with me”

This type of video will provide interesting soccer content and make followers feel that they are apart of Georgia’s journey.

“Day in the Life as...”

Georgia can use behind-the-scenes daily content to grow her following. This will allow Georgia to show off her personality and build a relationship with her audience.



CONCLUSION

Conclusion: In conclusion, our marketing plan for Georgia Weeks highlights her strengths in athletic talent, passion for fitness, and marketable persona. Despite weaknesses in social media reach and lack of NIL experience, there are ample opportunities to leverage her social media engagement and family support. Positioning Georgia as a team player with a collaborative spirit enhances her appeal to businesses seeking collective success. Marketability-wise, Georgia's athletic excellence and engaging personality make her an ideal choice for brands aiming to connect with a diverse audience. Tactics involve tailoring messaging to mirror her dynamic personality and leveraging her substantial following on platforms like Instagram and TikTok to promote local businesses effectively. Overall, our plan aims to maximize Georgia Weeks' marketability and capitalize on her strengths while addressing potential challenges in her marketing journey.

