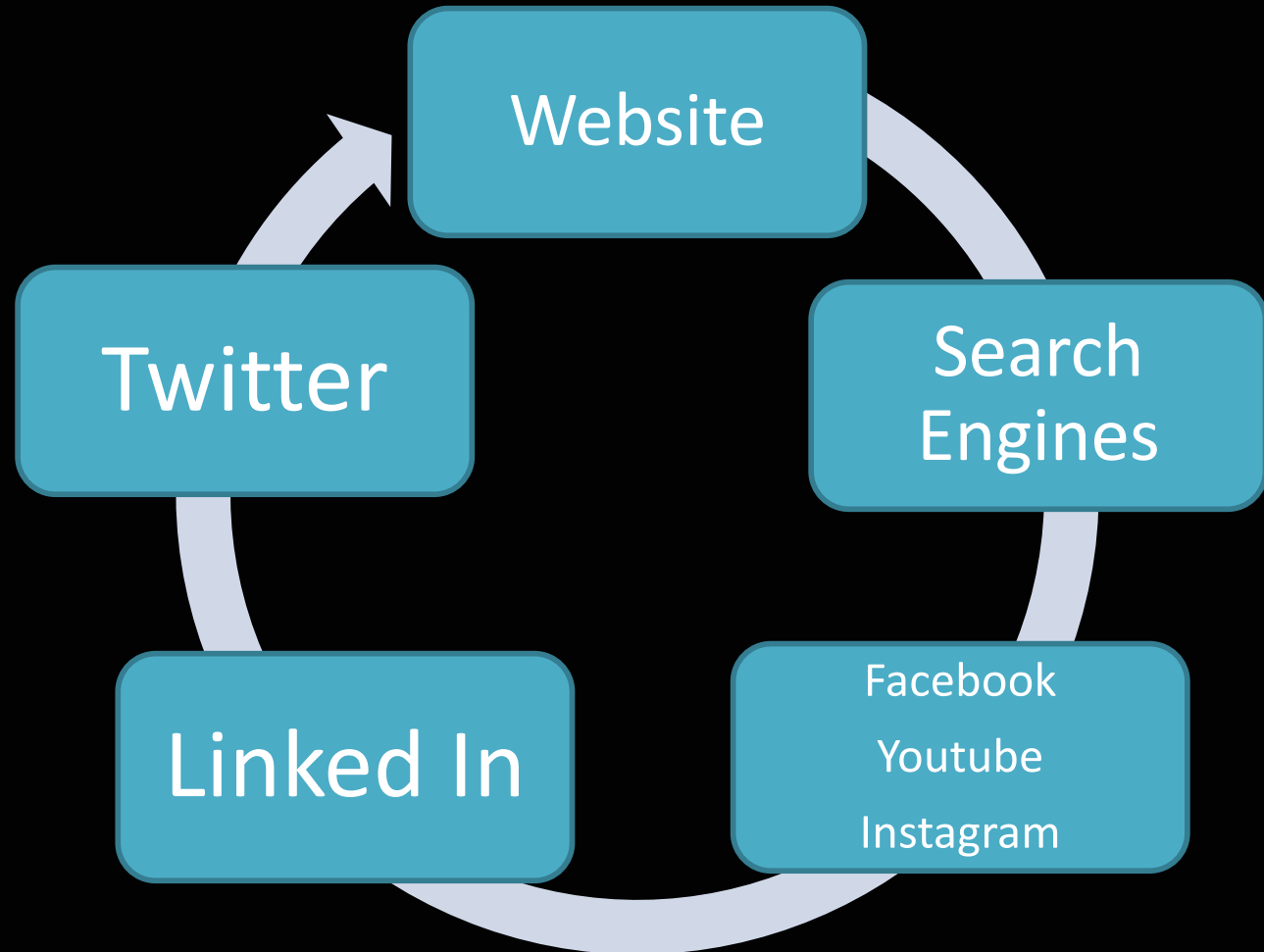




Media Relations, Promotions, Incentives and Branding

**Using promotional tactics
to brand clients**

Your Client's Digital Presence

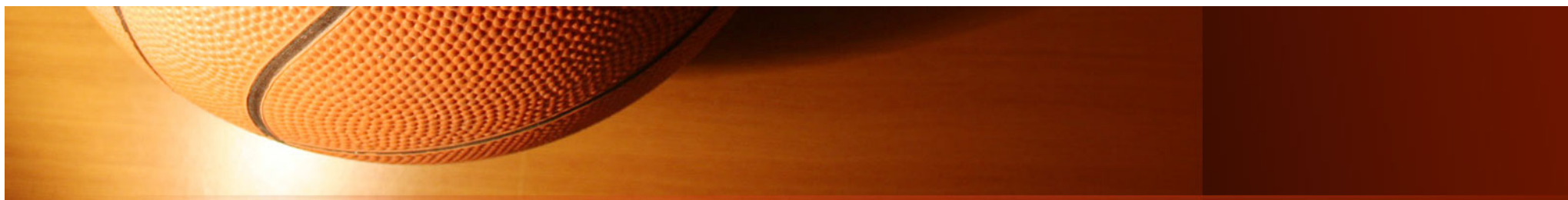







Strengths of Social Media

				
Facebook	Twitter	LinkedIn	Pinterest	Google+
Behind-the-scenes photos	Blog posts; interesting articles	Product updates	Product photos	Behind-the-scenes photos
Quotes	Quotes	Blog posts	Guides, eBooks, & white papers	Videos
Fill-in-the-blank	Industry news	Industry news	Videos	Event information
True-or-false questions	Newsletters or announcements	Recruitment videos	Infographics	Blog posts
Blog posts	Vine or YouTube videos	Job postings	Quotes or tips	Industry news
Newsletters or announcements	Event updates	Newsletters or announcements	Blog posts	Guides, eBooks, & white papers
			Curated content	

Key findings for consumers/users

- 49% use social media at least once a day
- 31% of consumers agree that social media is more credible than advertising
- 61% are researching products to purchase
- 36% depend on social media to help them with purchase decisions
- 40% are 'talking' to or learning from specific organizations
- About one-quarter of users feel better about an organization that is engaged in social media



NAME					
	Facebook	Twitter	LinkedIn	Pinterest	Google+
PRIMARY AUDIENCE	All	Young adults	Business	Women, foodies, crafters	Men, students, software developers
GOOD FOR WHAT	Sharing text, photos, videos, links	Sharing news, text updates, link to info	Sharing news, Product info, testimonials	Pinning photos, videos, graphics	Sharing text updates, links, photos, videos
BEST FOR WHAT	Sharing engaging content, reaching a large audience	Sharing original and curated content	Thought leadership	Sharing products, How-to/ tips. e-Books	Increasing your search ability and expertise



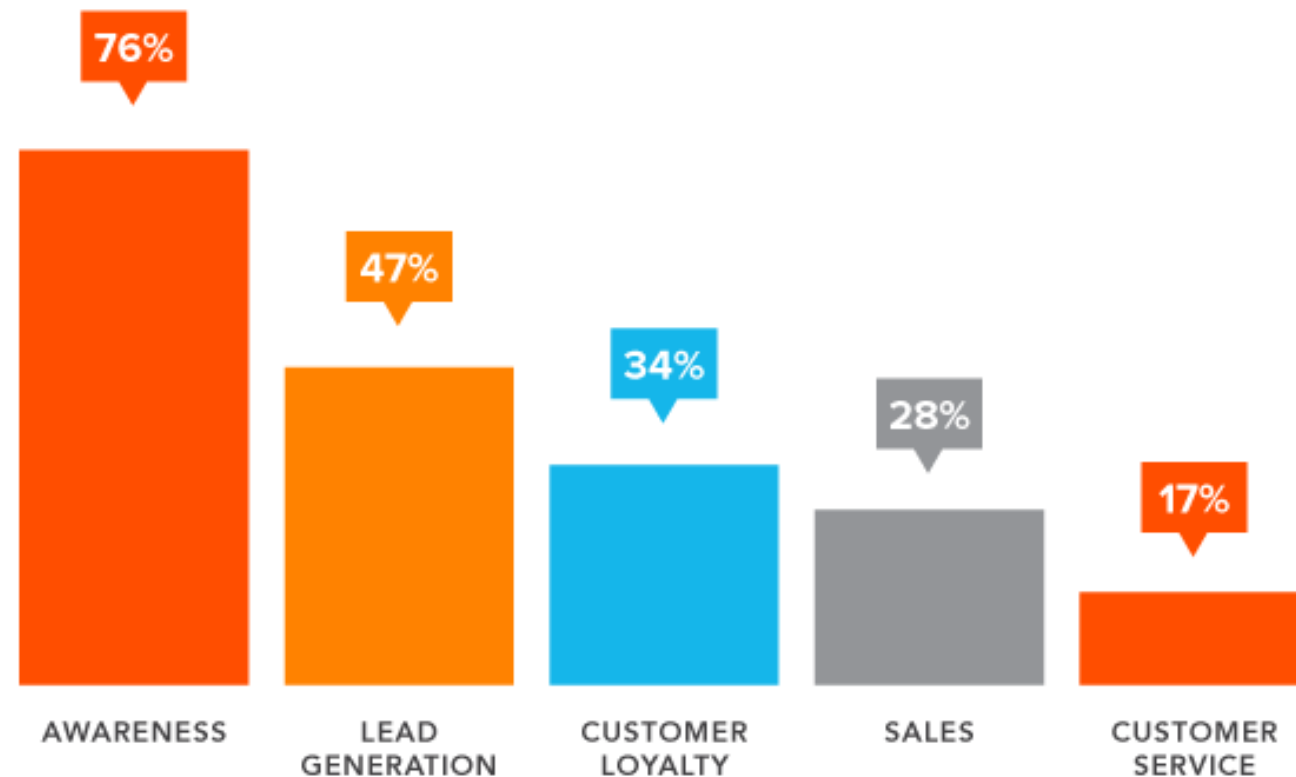
What is the goal of your promotional plan?

- **Build awareness?**
- **Increase attendance at games?**
- **Gain followers on social media?**
- **Increase your web presence/digital footprint?**
- **Build relationships with new fans?**
- **Recruit staff or volunteers?**
- **Generate revenue for the event, brand, or league?**
- **Attract partnership dollars?**

Social Media Goals

WHAT ARE YOUR TOP SOCIAL MEDIA GOALS?

N=544, Select up to Two



Source: socialfresh.com/future, Apr 2016

socialfresh



Social Media Ladder

League

NBA

NFL

NHL

MLB

UFC

AFL

NRL

A-League

Big Bash League

NBL

Twitter

 Follow @NBA · 2.8M followers

 Follow @NFL · 2.2M followers

 Follow @NHL · 687K followers

 Follow @MLB · 1.4M followers

 Follow @UFC · 341K followers

 Follow @AFL · 40.2K followers

 Follow @NRL · 29.1K followers

 Follow @BigBashLeague · 4,626 followers


 Follow @NBL · 3,152 followers


Facebook

 Like 11M

 Like 4M

 Like 2M

 Like 1M

 Like 6M

 Like 348K

 Like 377K

 Like 14K

 Like 5K

 Like 8K

<http://sportsgeek.com.au/rankings>



Follow @SportsDP on Twitter
<http://SportsDigitalPassion.com>

Connecting sports, fans & sponsors using technology
<http://SportsGeek.com.au>



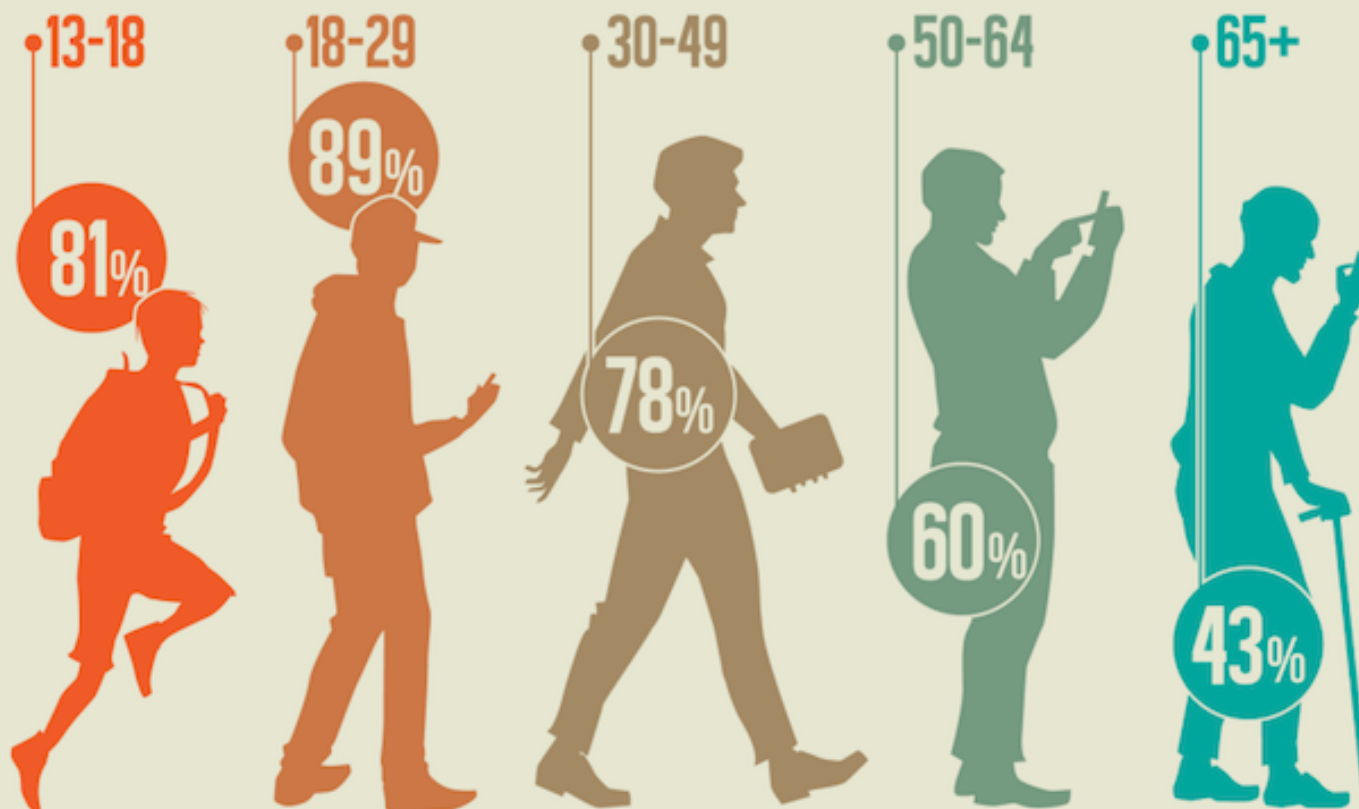


Know Your Fans and Target Market Inside and Out

- **A big part of social media branding is understanding and knowing your target audience like the back of your hand.**
 - **This allows a precise, tailored approach with your marketing efforts, rather than a blind, blanket one.**
- **You need to get into their shoes.**
 - **Look at their problems, wants and needs from their eyes. Ask yourself the right questions to identify them.**
 - **For instance, what age group does your client's target audience belong to?**

Social Media Users

AGE BREAKDOWN (OF SOCIAL MEDIA USERS)





Tight brand control and other Perks

- **Provide Perks for season ticket holders and social media users**
 - **Create a buzz and rely on viral marketing (i.e., contests, nominate the fan of the week)**
 - **Thanks to HDTV and instant replay, the at-home experience for fans improves every year.**
 - **Find new ways to keep the stadiums full.**
 - **Season ticket holders make up 85% of game attendees, so keeping them happy is crucial.**
- **Create an app that will allow fans to post to Twitter/Instagram and see their post on the scoreboard. (create a contest or incentive program)**



Digital Strategy Tips

It's Now Time for the Digital Strategists to Show Up and Show Out



Understand your client's current digital presence

- **Conduct a social media audit:**
- **Key search words used related to your organization, brand and service offering**
- **List of influencers and the tone of the conversations**
- **Competitive analysis**
- **S W O T analysis**
- **Recommendations**



Engagement and RELATIONSHIPS

- Determine the best way for your client to obtain a relationship with fans by conversing, interacting, engaging and caring.
- Use Social media to share pictures of those the team and players help in the community.
 - Let fans know the contribution they are or could be making to the team and to their community.
- Be transparent
 - Use social media platforms to publish information that will help fans understand the mechanics of a brand better.
 - Let your fans know future plans or you might admit to mistakes—always a great start.
- These are strategies that will draw fans into the world of your brand or team.



Content is Important

- The type of content you share on social media shapes your brand, which is why it is integral that you are accurate in your information about what your target audiences likes, resonates to, and prefers in terms of message content that gets their attention.
- The content you share has the power to make or break your pitch for your agency's promotional campaign.
- **Sharing the appropriate content on each network should not be ignored.**



Best Practices

- **Integrate and leverage content across all platforms: web, Youtube, Facebook and Twitter AND traditional media**
- **Offer your client ideas on how the league can manage all social media platforms and keep the messages consistent among the teams.**
- **Include Cross-Promotions and Identify ways that your client might share content on/in:**
 - **City, municipality or region**
 - **Accommodations, dining, attractions, transportation**
 - **Event venue**
 - **Athletes**
 - **Volunteers**
 - **Attendees**
 - **Sponsors**
- **Ensure consistency in user names, hashtags**
 - **Be sure that the client uses hashtags consistently and always use #TBL, for example**



The Content

- **Conduct a social media audit:**
- **Key search words used related to your organization, brand and service offering**
- **List of influencers and the tone of the conversations**
- **Competitive analysis**
- **S W O T analysis**
- **Recommendations**



Don't Overlook Visual Branding

- **Visuals play an important part in social media branding.**
 - If each of the client's team profiles in the league look like they're owned by a different company, it will create a disconnect with fans.
 - Work on ideas that your client's branding will be consistent across all social media channels.
 - This will help people immediately recognize your company no matter which site or app they're using.
- **Visual elements play a crucial role in how your followers perceive your brand on social media, which is why aligning your brand design with the marketing goals is important**
- **Remember, our brains tend to process visual content 60,000x faster when compared to regular text.**

Visuals are Important

OUR BRAIN PROCESSES VISUALS **60,000x** FASTER THAN TEXT



90%

OF INFO TRANSMITTED
TO THE BRAIN IS VISUAL



70%

OF YOUR SENSORY RECEPTORS
ARE IN YOUR EYES



50%

OF YOUR BRAIN IS ACTIVE
IN VISUAL PROCESSING



40%

OF PEOPLE RESPOND
BETTER TO VISUALS



Pictures!!!

- **Use pictures taken with team players, team owners and service or interactions in the community**
- **Post pictures of the week—perhaps pick a fan of the week**
 - **This will give team pages “legs”**
 - **People love seeing themselves and feeling validated**
- **Conduct a social media scavenger hunt using photos of spots in the community and have people “guess” or find clues**
 - **Winners get “special parking,” VIP seat behind the team, honorary coach, etc**



Consistency Counts

- **Be consistent across social media platforms**
 - Be consistent with graphics, color, style and language, and even posting routine.
 - **Post frequently**
 - Inspirational quotes on Monday?
 - #TBT photos on Thursday?
 - Honor community individuals or businesses that are also giving back to the community– Community hero Wednesday
- **Whatever the routine, keep it consistent so fans know what to expect.**



Post relevant content

- **Keep social media posts relevant, meaningful, and simple.**
- **Posting too frequently and posting ‘boring’ content are the main reasons people will unfollow and unlike brands.**



Be Consistent With Your Topics

- **Sites like Twitter, Facebook and LinkedIn are very good for content curation.**
 - Find blog posts, videos and other content to share with your fans.
 - First create a strategy or guidelines for what topics to share.
 - Don't let your Twitter Timeline become filled with a random mix of Tweets about five or six completely different topics. Streamlining your efforts.
- **Pick a few topics that are closely related to your sport, team and community.**
 - Focus on your team's main areas of expertise, and make your social media become a go-to account for fan's interest in sports-related content on Twitter.



What Now?

**The main take-away and
information to use for your
plan book**



Post Regularly

- **Nothing kills social media branding efforts more than irregular posting.**
 - If you only Tweet once every few days or upload one new Instagram picture a month, you're going to be forgotten.
- **How frequently you post is going to depend on your audience.**
 - One of the best ways to determine how often you should post is to use a social media publishing and analytic tool like Google analytics.
 - Other publishing tools will allow you to schedule your posts to be sent out when your fans are most active.
 - The analytics tools let you gauge which posts are gaining the most engagement.
 - You might find that your Tweets get more engagement on the days that you post 10 times as opposed to five.
- **Always track and review your social media efforts.**

Post Frequently



FACEBOOK

≤ 2 times per day



TWITTER

3+ times per day



INSTAGRAM

1.5+ times per day



LINKEDIN

1 time per day



PINTEREST

5+ times per day



GOOGLE+

≤ 3 times per day



YOUTUBE

5+ times per day



YOUR BLOG

2 times per week

Create a social media calendar



Social Media Calendar for a Small Business

	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	Post link to content from your blog with short update	Share community content	Post an interesting question to the community	Create an original image-based post	Share humorous fun content (cartoon, meme, video, etc.)
		Share a promotional item, special offer, freebie.			Remind people to join your mailing list and the benefits they get if they do.
Google Plus	Share community content	Write a 300-word original piece about a recent development in your industry.	Share community content	Post link to content from your blog with short update.	Post humorous fun content (cartoon, meme, video, etc.)
			Share a promotional item, special offer, freebie.		
Pinterest	Pin community content on your company boards	Set up a new themed board under your company Pinterest account	Pin your own blog or ecommerce content on your company boards	Pin community content on your company boards	Pin your own blog or ecommerce content on your company boards
Twitter	Retweet community content	Compose tweet linking to content from your blog	Compose tweet linking to content from your blog using an image, or link to community content	Compose tweet linking to content from your blog or the community	Retweet community content
	Share a promotional item, special offer, freebie.	Remind people to join your mailing list and the benefits they get if they do.		#ThrowbackThursday - Participate by sharing old personal photos, old fashion trends, old technology, etc. from years gone by for engagement.*	#FF Follow Friday - Participate by thanking new followers in a tweet they're tagged in.*



Communicate Your Brand Congruently Across all Channels

- **With the most important parts of your sports team branding in place, you can start applying it.**
 - **Helps people to get familiar with and start recognizing your brand.**
- **In particular, pay attention to:**
 - **Making your website design fit your brand**
 - **Using your logo on your website and across all social media accounts.**
 - **However, this is just the surface. As I said before, branding goes beyond mere visuals. It's true purpose is to communicate your core values.**
 - **Remember, branding is more than pretty pictures. It's about identity and how you represent yourself to the world.**



Additional Promotions to Include in your Plan Book

Understanding the goals, techniques and theory

A close-up, low-angle shot of a basketball, showing its textured orange surface and black lines. The lighting is dramatic, with a strong orange glow from the left, creating a sense of depth and focus on the ball's texture.

Promotional Venues/Tools

- News releases and media kits? (check)
- Advertising? (if you decide to use advertising, you need to include mock-ups of ads/commercials)
- Mailings to fans? (Direct mail? Provide the mock-ups and copy)
- Special events? (Event planning? Show the ads and agenda for how the event will work. Also include the event in budgeting and ideas for obtaining sponsors. Since TBL is very focused on community, perhaps your plan might rely on using local advertisers to sponsor specific events during special times each week. Valentines day, Recognize Pet Lovers, etc)
- Web site and web site promotions? (Provide mock-ups of your suggested promotions. Also, if you feel the website needs re-vamping, then provide a mockup that can be revealed during the presentation and able to print and include in the book)
- Publications?

A close-up, low-angle shot of a basketball, showing its textured orange surface and black lines. The lighting is dramatic, with a strong orange glow from the left, creating a sense of depth and focus on the ball's texture.

Next, Develop a comprehensive brand media strategy and plan.

- Presentations and appearances by “star” performers? Establish a speakers unit so that local schools and other places might be able to call on players to read or talk to students.
- Specialty and Premium Items (like pens, seat towels, banners, tee-shirts, etc. Whatever you select you provide your reason why you know that this will reach the market and motivated them to become brand loyal to TBL.). Provide Mock Ups for this as well
- Do you need a personal selling plan? Does someone need to connect with local retailers to establish a relationship and special ticketing prices for all their employees? Do you want the players to be available at like radio broadcasts or other promotions (i.e., on the local television talk show stations, or at car dealerships for big sales events??)
- The point is: Your plan book has to be detailed and offer a rationale for each idea included.



More Strategies and Tactics

- Understand where coverage opportunities exist.
- Gather and analyze media schedules.
- Define proactive and reactive processes within your client's organization.
- We learned about creative strategy development, message objectives and strategies, and writing the creative brief.
- This information is for you to include when creating your promotional strategy and mix using your creative ideas and USP



Press Kits and Releases

- **Player and league feature stories.**
- **Specific team/community focus.**
- **Team/staff expertise and related issues.**
- **Data sets and analysis.**
- **Relationships/strategic partnerships.**
- **Opinions and testimonials.**



Use Incentives To:

- **Stimulate trial purchase**
- **Stimulate repeat purchases**
- **Stimulate larger purchases**
- **Introduce a new brand/product/service**
- **Combat or disrupt competition**



Consumer Incentives

- **Coupons**
- **Price-off deals**
- **Premiums**
- **Contests/sweeps**
- **Samples & trials**
- **Phone gift cards**
- **Rebates**
- **Frequency programs**



Rely on Premiums and Advertising Specialties

- **Premiums: free or at a reduced price with another purchase**
- **Free premiums provide item at no cost**
 - Tee-shirts
 - Writing pens
 - Key chains
- **Self-liquidating premiums require consumers to pay most of the cost of the item**
- **Advertising specialties:**
 - A message placed on a free, useful item
- **Several external contractors**
 - See <http://www.premspec.com/pages/home>

**Put Mock-ups
for your client to
see in the book
and in your
presentation**



Other promotional ideas (Event Planners)

- **Team History Tribute**
- **Autographs**
- **Fan Appreciation Day**
- **Pet Day**
- **Little League Day**
- **College Night**
- **Singles/Family Night**
- **Military Appreciation**
- **Discounts on products (i.e., food, parking, etc)**
- **Tee shirt giveaways**
- **Signature Ball giveaways**



Other Tactics Used in Branding is by Associations

- **For teams is the players themselves.**
- **The head coach of a team can serve as a significant source of brand associations.**
- **Similar to players, the potential for associations with coaches goes beyond their actual performance on the field.**
- **Given the fact that high-profile athletes play for their teams, head coaches can be an even more important source of brand associations.**



The Use of Mascots

**Should teams invest in having
a mascot?**



Athletic Branding and Mascots

- Athletic logos and mascots inspire fan loyalty – you may not find a logo tattooed on a fan, but you will find their mascot.
- Mascots inspire devotion and raise awareness about a team/league above and beyond their official logos.
- Mascots complement branding
<http://www.aespire.com/expertise/education/college-athletic-branding>

The Best Mascots



- The Jaguars might be one of the worst franchises in American professional sports today, but their mascot is definitely elite
- “The Self-Proclaimed Best Mascot in Sports.”

The Raptor



- The Raptors mascot uses physical displays and home-game hijinks
- One of the few bright spots
- The Raptor is a certified superstar, with countless videos on YouTube already and more being added all the time.

New York Mets



- One of the oldest mascots in MLB, Made its debut in 1964.
- Mr. Met is a bigger star than most players on their roster in a given season.
- One of the most popular mascots in sports,
- March 2014, the Royals mascot created a media stir when they accused Mr. Met about sleeping with his wife after he joined Twitter.

Miami Heat



- **Mascot: Burnie**
- **Although the Miami Heat are not one of the more beloved franchises in professional sports they were easy to hate during the LeBron James era**
- **Their one saving grace is their mascot Burnie, a massive basketball and fire-themed monster, who instead of a nose has a basketball, and instead of a mouth has a basketball.**
- **Burnie has been with the team since its inaugural 1988-89 season and has been making lists of the "best," "worst" and "weirdest" mascots in sports ever since.**
- **He's also known for always being on his baddest behavior—Burnie has been sued multiple times, including a \$1 million whopper in 1994.**

Utah jazz



- **Mascot: Jazz Bear**
- **The Utah Jazz Bear has a knack for making mischief and mayhem. Although the mascot does all the standard NBA mascot stuff—stunts, skits, trick shots—the Bear has developed a distinctly confrontational style that tends to get him noticed more than your average mascot.**
- **Although most, if not all, of his run-ins are probably staged to avert potential fan freakouts, Jazz Bear knows how to sell.**
- **He’s been known to shout with a visiting Cavaliers fan, dump a bucket of water on a Rockets fan and “accidentally,” drop a birthday cake over a ledge onto “unsuspecting” fans below.**
- **The Bear’s hijinks often make headlines, so does the continued debate about whether or not any of it is “real.” (It is not).**

Milwaukee Brewers



- Mascot: Racing Sausages
- The Brewers actually have a pretty solid official mascot with Bernie Brewer.
- Very popular among the hometown fans, the virtual race eventually gave way to a real-life competition during the seventh-inning stretch—the Great Pierogi Race in Pittsburgh and the Racing Presidents in Washington were both inspired by these sassy sausages.

Kansas City Chiefs



- Mascot: K. C Wolf
- Like most sports teams with names associated with Native Americans, the Chiefs abandoned their former mascot, which was a man riding a horse in a full Indian chief headdress, decades ago.
- K.C. Wolf, who looks more like a rat than a wolf, was created from a wild bunch of fans at Arrowhead Stadium known as the "Wolfpack" in 1989.
- Played by a man named Dan Meers since his inception, K.C. Wolf's penchant for game-day stunts and tackling has made him one of the most buzzed-about mascots in professional sports.
- In fact, he was the first NFL mascot inducted into the Mascot Hall of Fame

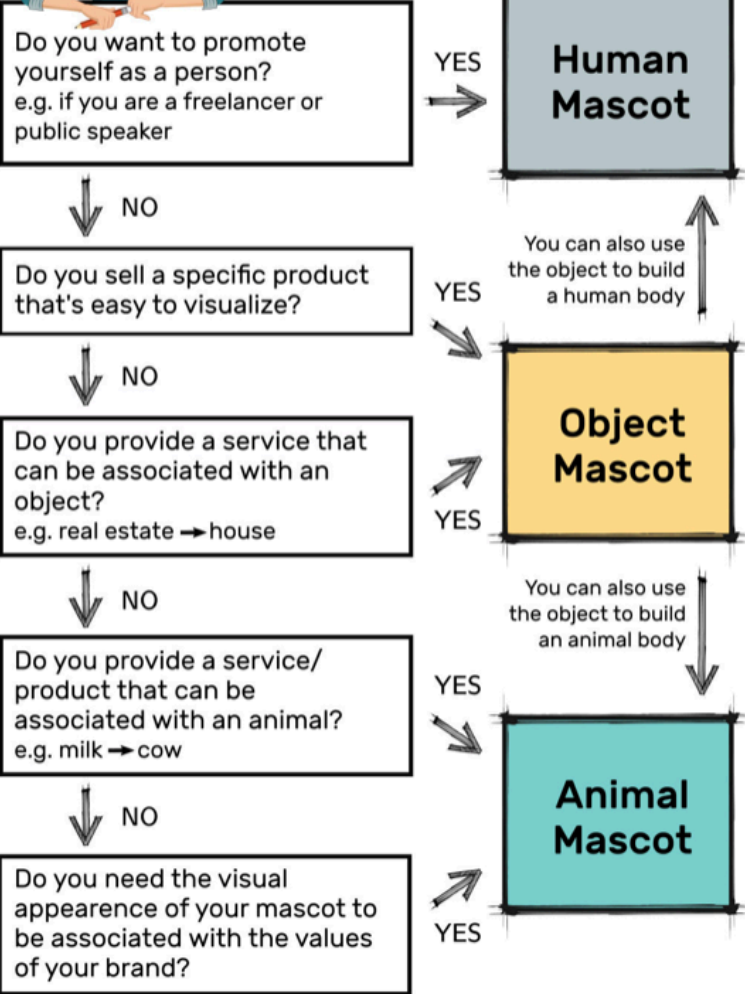
Remember to Include Women

- Despite what you may see in movies and sitcoms, major sports like football and basketball are no longer just for the guys.
- Almost as many women as men tune-in to and attend professional sporting games.
 - The NFL has responded by featuring more women in their advertising and offering more fashionable team apparel for ladies.
 - Create fan clubs for women, hold fashion shows in jersey and other team apparel, etc





Choose The Right Mascot For Your Brand



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Created by:
www.visualcontent.space

Similar to using your character in blog posts, in social media you can also plan in advance several categories of content.

In addition, you can create several illustrations for later use in ads and banners promoting your products.

Here is an idea from The Geico Gecko. They've created a rubric "Geico Thoughts", where the famous lizard shares his thoughts with the audience. It's fun and engaging, and yet, easy and fast to create as visual content.



For Next Time (Wed. 10/16)

- Refine visual representations (tables and graphs) of all research findings based on presentation feedback ***outside of class**
- Begin gathering information and layout design for your campaign and plan book elements ***outside of class**
- Work on your next agency presentation on the detailed information you obtained regarding key insights, targets and your target's profile name.
 - Make sure you include "mock" phone of your target (i.e., Meet Joe Brown and his basketball fan wife, Brenda). ***outside of class**
- Event planners and Promotion Directors-this is your week to begin putting in your time and hours ***outside of class**
 - Begin research on effective branding campaigns and the strategies and tactics that work and do not work.
 - You will have to provide documentation and cite your sources for the plan book as well as your client presentation
 - Gather research and start thinking about mock-up ideas that you will need when you meet with your creative team
- **Wednesday, Oct 16. *during class time**
 - Account managers- prepare your creative strategy; As an agency, determine your campaign objectives and message strategies
 - Media planners- use information gleaned from secondary research and begin gathering data on the media/non-traditional media that research shows will expose your target to the message. Find the reach, cost of an ad, and other information that you will need to justify placement in the promotional vehicle
 - Due on canvas, 10/17/19 before midnight (one document per team)