



Sports Promotion and Entertainment Final Report 2020

Lindsay McKenna

Sports and Entertainment Promotions Campaign and Social Media Project Final Report

Audience:

Professor, CEO of TBL, TBL President, and Target Market Owners

INTRODUCTION

This report covers the promotional efforts of The Basketball League's Gulf Coast Lions during the 2020 season. This was The Gulf Coast Lion's inaugural season, so promotion was very important in order to introduce the team to the public. The season was cut short due to COVID-19, however, the team still was able to grow a fan base. Social media was the most utilized platform for promotion. Facebook, Twitter, and Instagram all displayed an increase in followers and engagement from the February-April 2020 time period.

CLIENT SUMMARY

The Gulf Coast Lions are an organized corporation that was established in 2019 owned by Martin Benders. The Gulf Coast Lions belong to The Basketball League, which, over time, has gained a considerable amount of new fans.

In regards to the Company's latest basketball season, the 2020 season, the Company has undertaken several marketing strategies to help boost social media presence and media awareness. Several of which will be discussed later on.

Currently, the Company is focused on marketing The Gulf Coast Lions toward the millennial sports fan demographic, due to their interest in new additions to the sports world.

Between the months of February and April, we achieved

New Followers	Website Visits	Engagements
Instagram: 65 Twitter: 44 Facebook: 64	Twitter: 19 visits a day, 11.8% increase in the last 28 days.	Twitter: 3 mentions per day

SUMMARY OF METRICS USED FOR YOUR CLIENT: THE GULF COAST LIONS

- **Outputs**
 - **At the season's peak, Twitter was gathering 255 daily visits and 1,785 weekly views.**
- **Outtakes**
 - **The brand is seen as innovative, influential, and community-based.**
- **Outcomes**
 - **An increase in followers and engagement across all social media platforms.**

SUMMARY / HIGHLIGHTS

As of the month of April, The Gulf Coast Lions have achieved the following milestones:

Total reach grew to 8,393 impressions on Twitter between February-April combined.

Milestone # 1: Total Marketing Reach

The Gulf Coast Lions utilize several popular websites to market their team while also including email marketing strategies for several users.

A few of which are

- Press Releases
- YouTube
- Twitter
- Facebook
- Instagram and
- Email

[specific details will follow]

From February thru April 2020, a total of press releases were mailed out to:

Media	Total # of Press Releases	Subject	Journalist
Bradenton Herald	2	-Plans for a student promotion night. -Coronavirus updates.	Jason Dill
Sarasota Herald Tribune	2	-Plans for a student promotion night. -Coronavirus updates.	Scott B. Peterson

	3	<ul style="list-style-type: none"> -Beginning of inaugural season statistics and scores. -Plans for a student promotion night. -Coronavirus updates. 	Dennis Maffezzoli
The Bradenton Times	2	<ul style="list-style-type: none"> -Plans for a student promotion night -Coronavirus updates. 	Dennis Maley

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SOCIAL MEDIA PLATFORMS

The company's new products and services were introduced first through the use of social media. The following table shows the response of the netizens for each products and services that were introduced.

DATA TRACKING

This section is all about the numbers.

Based on the response given by the netizens through the use of the social media platforms, we can say that the newly launched products/services are being embraced by consumers, though the earnings could still be maximized for certain platforms such as Instagram and Twitter.

FACEBOOK PERFORMANCE (DATE RANGE:

February 2020 thru April 2020)

# of posts	Net Followers Gain (in green)/ Loss (in red)	Total Likes
3	64	141

Top performing Facebook post

February 21, 2020

The Lions took home the W in our Inaugural Home Opener last night! 1-0
Come out next weekend to watch us take on the Albany Parrots!
#GulfCoastLions



**GULF COAST
LIONS**



**TAMPA BAY
TITANS**

FINAL SCORE

111

98

www.GULFCOASTLIONS.COM

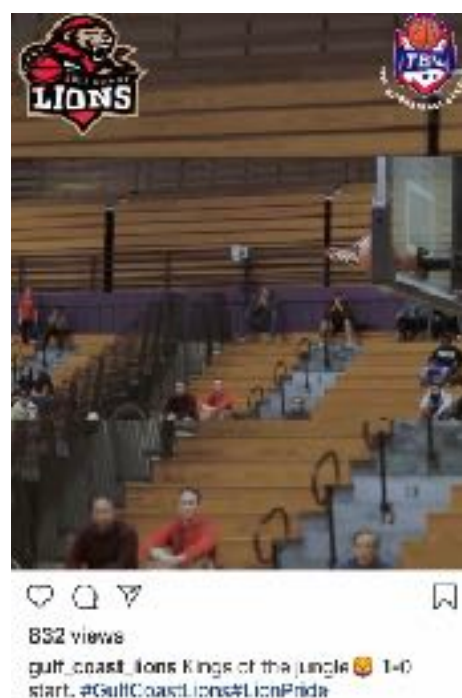
👍❤️ 5
1 Comment

Instagram Performance (DATE RANGE: February 2020 thru April

2020)

# of posts	Net Followers Gain (in green)/Loss (in red)	Bio Link Clicks (player/owners/coaches)	# Story views
37	65	N/A	N/A

Top performing post or posts



These posts were some of the first posts of the season, so the fans were most likely excited to see highlights and a successful start. As time went on, posts began to average between 30-40 likes, unless it was a post about a player, which would earn about 70-80 likes. This reflects the idea that fans want to feel like they know the players personally.

Twitter performance (DATE RANGE: I.E., February 2020 thru April 2020)

# of posts	Net Followers Gain (in green)/ Loss (in red)	Total Likes	# Total Retweets	Engagement Rate
28	44	30	18	8,375 impressions

Top performing post or posts:



Fans responded well to “Player of the Week” posts as the players and their friends often retweeted them. Fans also responded well to the event we held, most likely because they wanted to get the word out and grow the community.

TWEET HIGHLIGHTS

Top Tweet earned 571 impressions

!!SCHOOL PRIDE WEEKEND!!

Do you know anyone who has kids in elementary school who would love to go to a Gulf Coast Lions game for FREE?

The students just have to wear something that represents their school and they can get FREE ENTRY to our next two games!!

[@TBLproleague](#) #tbl

pic.twitter.com/bUjaxhPdmc



Other Standout Results

- Thought of a social media contest that awarded season tickets to select followers based on their engagement and promotion with the social media pages. Brought this idea to Gulf Coast Lions owner, Martin Benders.
- Designed new graphics for updated basketball schedule. One set of graphics was for home games only and the other set was for all games. The graphics were designed for all social media dimensions.
- Designed graphic for “School Pride Night” and came up with the name to tie the idea of free tickets to school children and basketball attendance together. Reached out to journalists to promote this.

Auditing your social media presence

Takeaways

- The posts that performed the best were mainly posts that focused on specific players. The Twitter post with the overall highest engagement at 1,173 impressions was a post focusing on the player of the week. This type of post is the most likely to be shared on the individual players’ accounts. Their close friends are likely to interact with the post in order to show support. People who follow the players will be interested in the post and the team that it represents, so they will visit the account to learn more.

Concluding your report

Module 1 gave me a basic understanding of the Sports and Entertainment industry. This knowledge helped me throughout this course in knowing how to target the correct audience for a team.

Module 2 covered marketing, but from a sports promotion side. The reading “The Promotional Mix: Options and Ideas to Reach Consumers” went in depth about supply and demand, distribution, and pricing for sports tickets and events that can help promoters know how to position ticket sales from a marketing perspective.

Module 3, The Sports and Entertainment Promotion Planning Process provided me with many different ideas for ways to promote the Gulf Coast Lions on social media. The article “18 Social Media Ideas” gave me some insight into my plan for creating a contest, which I attempted to do by contacting the owner with my ideas.

Module 4, Applying Communications Skills and Understanding Analytics, gave great tips in regards to establishing media contacts which is important when pursuing a career in public relations or sports promotion.

Module 5, Motivating and Encouraging Fan Behavior, talked about the impact that themed game nights can have when attracting new fans. Readings like “Most Creative Them Nights in Sports” and “Attracting the Casual Fan” discussed the importance of appealing to a new audience in a fun way. This is something Martin Benders and I tried to implement with the Gulf Coast Lions. The “School Pride Night” aimed to attract local students and their families to the Gulf Coast Lions. The game was free to local students who wore something that represented their school. Kids who didn’t follow the team before might gain a new interest in them after attending a game.

Module 7, Content Marketing and Promotions, talked about “Ways to Promote Athletes.” This was something I attempted to do more of but was unable to due to lack of information. It is important to promote specific athletes in order to create their own brand, which in turn lends itself to the success of a team. The fans will feel more connected with the players and will be more likely to support them and the team if they feel like they know them.

Module 9 discussed the importance of tracking PR metrics. This is something I did in order to gauge what kinds of posts the fans engaged with the most. With numerical data, I was able to learn that the Gulf Coast Lions fans responded the most to posts about individual players.

FUTURE STRATEGIES

What worked and why?

Posts focusing on individual players worked because they were more likely to have high engagement as the followers of the player feel a connection with them and want to support the team. Module 7 discussed “Ways to Promote Players” which gave ideas as to how to successfully promote athletes in order to create a fan connection and grow their personal brand.

What didn't work and why?

Posts with scores from games eventually earned very little engagement. In the beginning, the scores did well on the Instagram account. As time went on, fans didn't show as much interest in the scores as they originally did. This supports the idea that fans want to learn about the players themselves, see player and game highlights, and learn about upcoming events rather than just the scores.

How can we adjust our strategy in the future?

Add more themed games once possible, each day for a few weeks have a “Player of the Day” where fans can learn about the players, “Player Takeover” where the players post Instagram stories showing the behind the scenes of practice or getting ready for a game. Fans enjoy feeling like they are included and appreciated by the team, and getting to know more than just the scores will allow them to do so. This supports the information in Module 5, which discussed “Attracting the Casual Fan.” In order to grow the Gulf Coast Lions fan base, there should be more events that people will go to “for fun”, with the high chance that they will end up becoming a supporter of the team.

RECOMMENDED ACTION ITEMS

Based on our work, we recommend that The Basketball League consider the following action items for the 2021 season:

- We will focus on the Instagram and Twitter accounts the most as they are the most frequently visited.
- We will update the Facebook account weekly. As of now it has not been updated since the beginning of February, and does not respond to fans' comments.
- We will focus on player spotlights.
- We will create more themed games and events as they were well-received on social media.
- We will implement a social media contest in order to increase brand awareness through the use of current fans' promotion.

PART II: PREPARATION FOR A CAREER

The final aspect of your final report is to provide a self-assessment on how prepared you feel to enter the job market in sports and entertainment promotions. I KNOW SOME OF YOU ARE NOT GOING INTO THIS WHEN YOU GRADUATE, BUT FOR NOW, APPEASE ME SINCE THAT IS WHAT THIS COURSE IS ABOUT, OK? THANKS!

JOB OVERVIEW

The sports and entertainment promoter's job is to generate buzz for everything from games/sporting events, to fundraisers, to ticket sales. The ultimate goal is to get people in the door and "butts in seats." (see week 1 module). Promoters develop strategic plans to cover all available avenues of advertising, promotions, and strategic communication in advance of an event. A S/E (Sports/Entertainment) promoter has to use every imaginative trick in the arsenal to reach audiences through promotions like publicity, viral and guerrilla marketing, social media strategies, sales, contests and sweepstakes, trade promotions, personal selling, new and innovative media like sidewalk chalk, mascots, characters that stand out and bring attention to an organization, brand ambassadors, etc.

Promoters often have to rely on traditional media like radio, television, newspapers, and magazines. You also work closely with local vendors to ensure the highest possible profitability. In a large market with a sizable budget, a promoter may work with a production house to create radio and television commercials and buy ad time. In smaller areas or for low-budget events/games, the promoter might employ social networking or recruit street teams to blanket the town with posters and generate word-of-mouth interest.

The promoter must understand the demographic he or she is trying to reach and the most appropriate forum to get the word out. Decisions on where and how to advertise have a significant impact on creating awareness, generating a buzz, and increases in ticket sales.

Promoters are skilled individuals that are able to fill entertainment venues and able to market different events effectively. You must be extremely consistent with their results (your mid-term and final reports) and plan events and promotions appropriately.

BROAD DAY-TO-DAY RESPONSIBILITIES (use this to provide ideas as to how you might describe the work you did this semester on your resume).

- Lead social media campaigns including creation (writing, editing) and dissemination of primary publicity elements (news releases, feature stories, background information and bios)
- Develop and deliver creative, results-driven campaigns with messaging that resonates with fans.

- **Oversee that messaging threads through social marketing campaigns, and digital initiatives.**
- **Act as liaison between marketing, digital, production, on-air talent and athletes, managers, event promoters, organizers, etc.**
- **Develop and cultivate relationships with media sources, key reporters, producers, columnists, including developing new relationships with journalists at leading news, pop culture and sports and entertainment outlets.**
- **Fulfill press requests including arrange interviews, pitch story ideas, acquire editorial placement.**
- **Coordinate event logistics: production, staff and vendor logistics at boxing events, on-location television shoots, public events and press conferences.**
- **Write, edit and disseminate internal and external communications (event announcement, messaging details, etc.)**
- **Manage relationships with the media.**
- **Track social media responses and reactions to content**
- **Create a promotions calendar and determine the effectiveness of the frequency of postings and content.**

Skills and Responsibilities Include:

- **A strong educational background in marketing, advertising, public relations, entertainment business, sports management, production and/or promotion.**
- **Keen ability to understand, conduct, and analyze research on target markets, psychographic segments, and research methods. (You just appreciate the value of a firm grasp of demographic analysis in this career field).**
- **Excellent organizational, networking, social media, and people skills are a must.**
- **Ability to distinguish between content marketing and posting on social media.**
- **Must be creative, aggressive, and have your finger on the pulse of your audience.**

- Experience in the sports and entertainment industry is a must.
- Excellent communication skills (written and oral)
- Professional, well-spoken, energetic, engaging – person who can serve as the face of the organization
- Must have outgoing personality
- Have dependable transportation
- Ability to adapt to changing situations & environments (i.e. last minute changes to live television show, event logistics, fight card; business travel both nationally and internationally)
- Creativity - identify unique and newsworthy situations indigenous to each event/athlete
- Prioritization - ability to work on multiple tasks for multiple events simultaneously
- Be able to work without direct supervision (IMPORTANT)

Sports and entertainment promotion is an area that is primarily based around results, and a promoter **MUST** show that they can promote an event. The key to advancement in this field is based on results. If you can show results, then you will become successful.

Promoters must be diligent in marketing themselves. Self-promotion shows that if you have what it takes to sell yourself as the main product, then you can successfully promote a sports or entertainment organization or individual (the module on promoting celebrities, athletes, artists, etc as well as the module on careers will help you determine if you have this skill).

Assessment of Your Abilities

Ability/Level of Responsibility	Place a Check (✓) in the box of the responsibility(ies) you worked on this SP2020:	On a scale of 1 – 5, 1 = poor, 2 = below average, 3 = neutral, 4 = above average, 5 = excellent, rate your perception of your abilities for each of the job duties
Lead social media campaigns including creation (writing, editing) and dissemination of primary publicity elements (news releases, feature stories, background information and bios)	✓	5
Develop and deliver creative, results-driven campaigns with messaging that resonates with fans.	✓	5
Oversee that messaging threads through social marketing campaigns, and digital initiatives.	✓	5
Act as liaison between marketing, digital, production, on-air talent and athletes, managers, event promoters, organizers, etc.	✓	4
Develop and cultivate relationships with media sources, key reporters, producers, columnists, including developing new relationships with journalists at leading news, pop culture and sports and entertainment outlets.	✓	3
Fulfill press requests including arrange interviews, pitch story ideas, acquire editorial placement.	✓	4
Coordinate event logistics: production, staff and vendor logistics at boxing events, on-location television shoots, public events and press conferences.		
Track social media responses and reactions to content	✓	5

Ability/Level of Responsibility	Place a Check (✓) in the box of the responsibility(ies) you worked on this SP2020:	On a scale of 1 – 5, 1 = poor, 2 = below average, 3 = neutral, 4 = above average, 5 = excellent, rate your perception of your abilities for each of the job duties
Create a promotions calendar and determine the effectiveness of the frequency of postings and content.	✓	5

In the space below, provide a qualitative summary of your assessment of your level of preparation for the job market. In other words, job descriptions on your resume must show the level of responsibility you can be held accountable with in terms of job training. What does your overall evaluation on this table tell you about your level of responsibility for entering a job as a sports/entertainment promotion professional?

My level of responsibility and level of preparation for an entry level job as a sports/entertainment promotion professional has grown greatly throughout this semester. I am able to research qualified journalists and media outlets in different areas of the country in order to establish media relations that will help my ability to successfully promote a team. I am able to create eye-catching graphics that not only draw people in, but inform them about the team. I'm able to identify the target audience and appeal to them on social media through gifs and savvy tweets. I am organized, which is essential when it comes to promoting a sports team because of the many games and appearances the team has. I have creative skills that helped me think of contest ideas, and I know that if I had more responses from my team's owner, I would have been able to create a fun contest for the fans. My writing skills came in handy for not only the press releases, but for the Twitter account as well, because I had to fit important information into one Tweet while sounding clear and exciting. Also, through the difficulty I sometimes faced when attempting to communicate with my team's owner, I learned to work ahead and come up with ideas on my own rather than waiting around on a response. This is an important lesson in the sports world, because team owners are very busy and have tight schedules, so promoters have to learn to work around them.

Next, provide your self-evaluation of the skills and qualifications you worked on, acquired, or enhanced during your time in Journ 4212/7212.

Skills/Qualifications	Place a Check (✓) in the box of the responsibility(ies) you worked on this SP2020:	On a scale of 1 – 5, 1 = poor, 2 = below average, 3 = neutral, 4 = above average, 5 = excellent, rate your perception of your abilities for each of the job duties
A strong educational background in marketing, advertising, public relations, entertainment business, sports management, production and/or promotion.	✓	5
Keen ability to understand, conduct, and analyze research on target markets, psychographic segments, and research methods. (You just appreciate the value of a firm grasp of demographic analysis in this career field).	✓	5
Excellent organizational, networking, social media, and people skills are a must.	✓	5
Ability to distinguish between content marketing and posting on social media.	✓	5
Must be creative, aggressive, and have your finger on the pulse of your audience.	✓	5
Experience in the sports and entertainment industry is a must.	✓	4
Excellent communication skills (written and oral)	✓	5
Professional, well-spoken, energetic, engaging – person who can serve as the face of the organization	✓	5
Must have outgoing personality	✓	5

Skills/Qualifications	Place a Check (✓) in the box of the responsibility(ies) you worked on this SP2020:	On a scale of 1 – 5, 1 = poor, 2 = below average, 3 = neutral, 4 = above average, 5 = excellent, rate your perception of your abilities for each of the job duties
Have dependable transportation	✓	5
Ability to adapt to changing situations & environments (i.e. last minute changes to live television show, event logistics, fight card; business travel both nationally and internationally)	✓	5
Creativity - identify unique and newsworthy situations indigenous to each event/athlete	✓	5
Prioritization - ability to work on multiple tasks for multiple events simultaneously	✓	5
Be able to work without direct supervision	✓	4

In the space below, provide a qualitative summary of your assessment of your skills and qualifications as you prepare for graduation and to enter the job market. In other words, job descriptions on your resume must show the level of responsibility you can be held accountable with in terms of job training. What does your overall evaluation on this table tell you about your skills and qualifications? Are there areas that you realize that you will need to work on before you seek job interviews?

My skills and qualifications show me that I am in the right major. Sports promoters/ PR specialists must have strong communication skills, outgoing personalities, strong creative skills, and good organization skills. I do need to work on being able to work without direct supervision, but that will come as I learn more about this field professionally. I will gain more experience throughout my career as well, but this course puts me on the right track as a student.

FINAL CONCLUSION

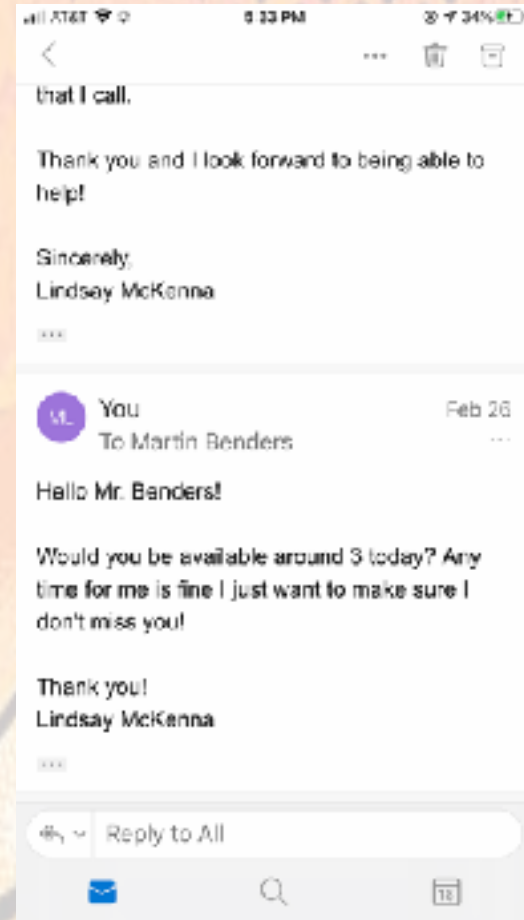
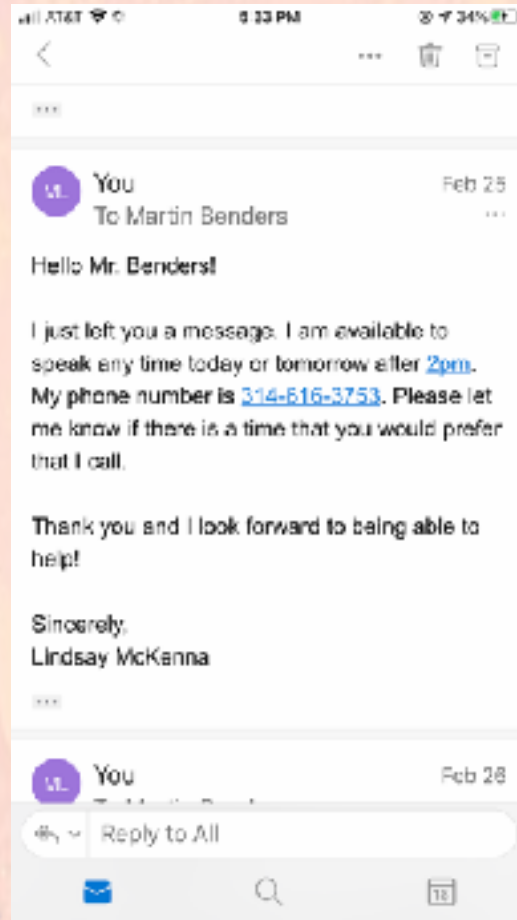
WOULD LIKE AN EVALUATION OF THE COURSE—THE THINGS YOU LIKED, THE THINGS THAT COULD BE IMPROVED (yes, I know communication with owners, etc—the CEO, President and I have started discussions and will be working on that). Your biggest take-aways from a semester that will be unlike any other?

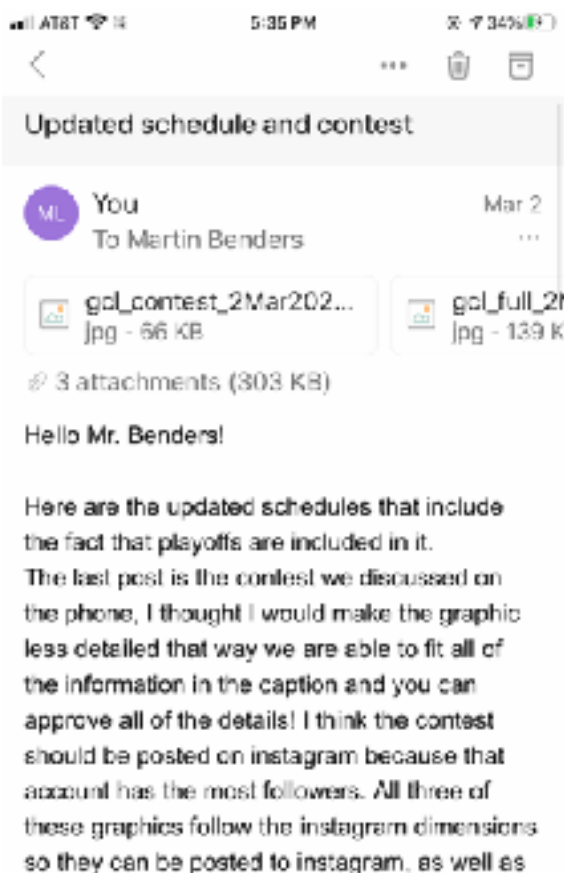
Communication with my owner was difficult and I feel like it sometimes put me at a disadvantage, but I was still able to learn many new things in a hands-on manner through this course, and I wouldn't have been able to gain this experience in any other class. My favorite part was running the Twitter account because I felt like I could make it my own and appeal to the audience as most of them were only a few years older than me.

Prepared By: Lindsay McKenna

Lindsay McKenna

APPENDICES





Hello Mr. Benders!

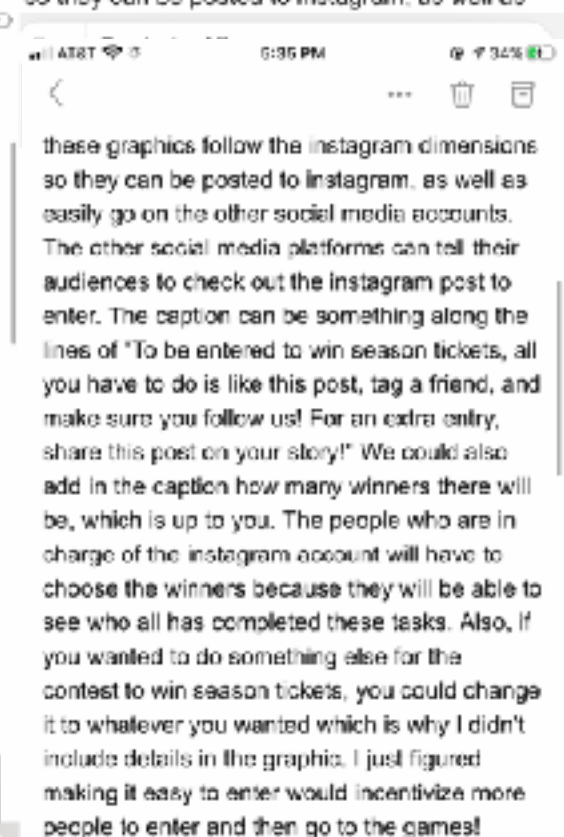
I made this to advertise to the elementary school students for the upcoming games this weekend! Do you think this looks good, or is there anything you would like me to change? I think it should be posted on each of the social media platforms and we can state in the captions to let their friends with kids know about this/tag anyone who might want to bring their kids to a game.

Let me know your thoughts/any changes you want!

Thank you!
Lindsay McKenna



Reply to All



Reply to All



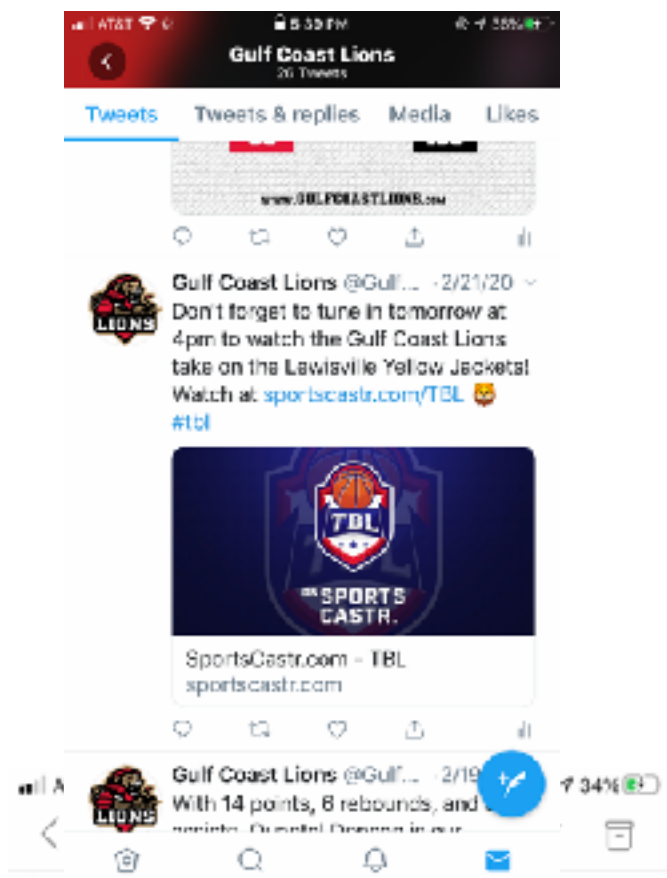
making it easy to enter would incentivize more people to enter and then go to the games!

Thank you and let me know if you have any questions!

Lindsay McKenna

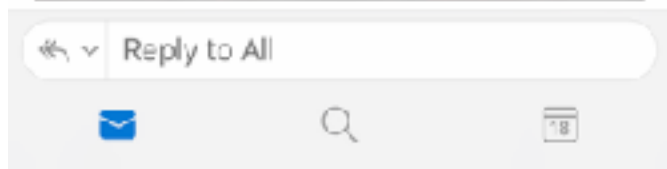
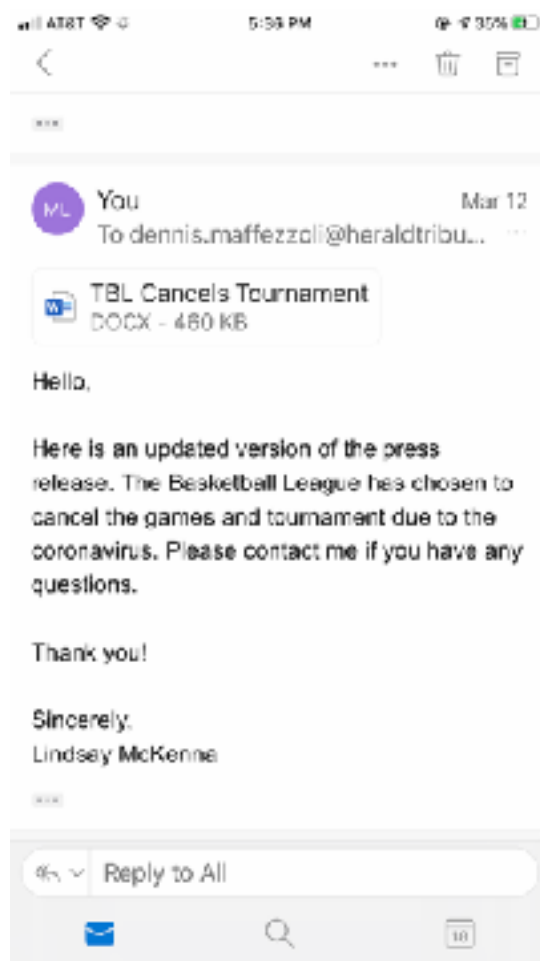


Reply to All



Of course! Here is the updated version with the tip off times.

Sincerely,
Lindsay McKenna



AT&T 5:34 PM 31%

< ... [trash] [share]

gcl_full_1Mar...
jpg - 139 KB

gcl_home_1M...
jpg - 98 KB

2 attachments (234 KB)

Hello Mr. Benders!
Here are the newly updated schedule graphics. These can be posted on instagram as they are made within those dimensions, as well as other social media sites as well.
Thank you!
Lindsay McKenna



Reply [search] [calendar]



Inbox
Reply to All [search] [calendar]

AT&T 5:38 PM 35%

< ... [trash] [share]

You
To dennis.maffezzoli@heraldtribu... Mar 11

TBL Games Cancelled Press Release
DOCX - 3.6 MB

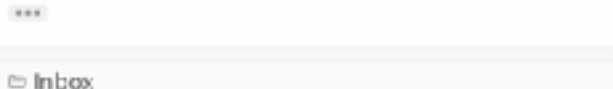
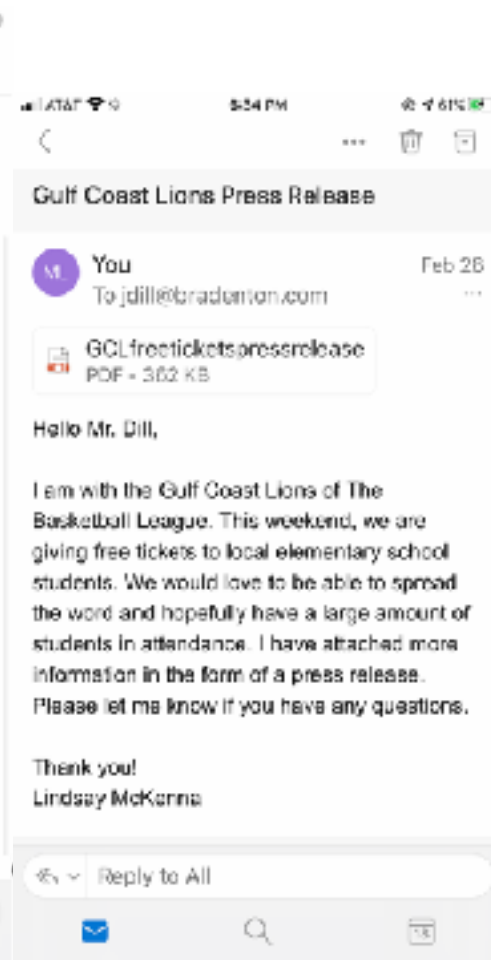
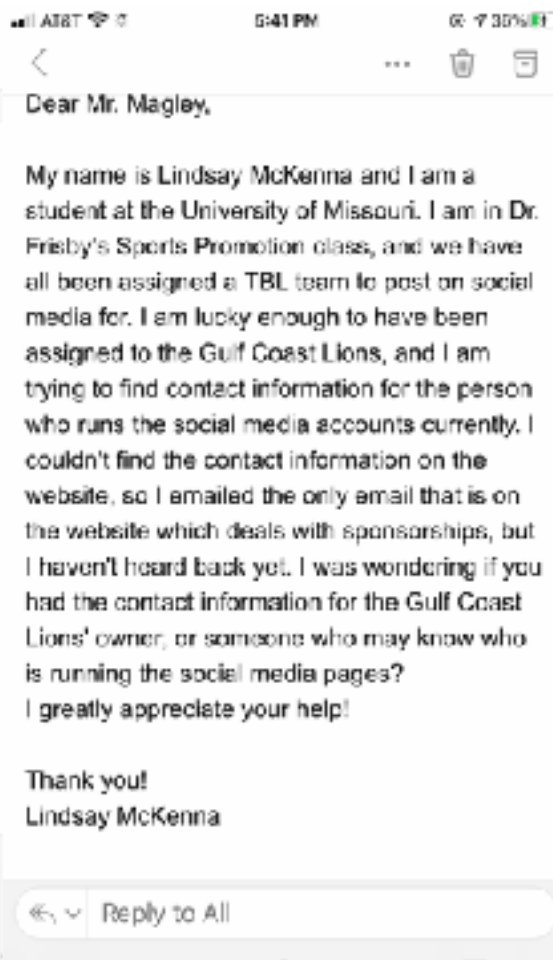
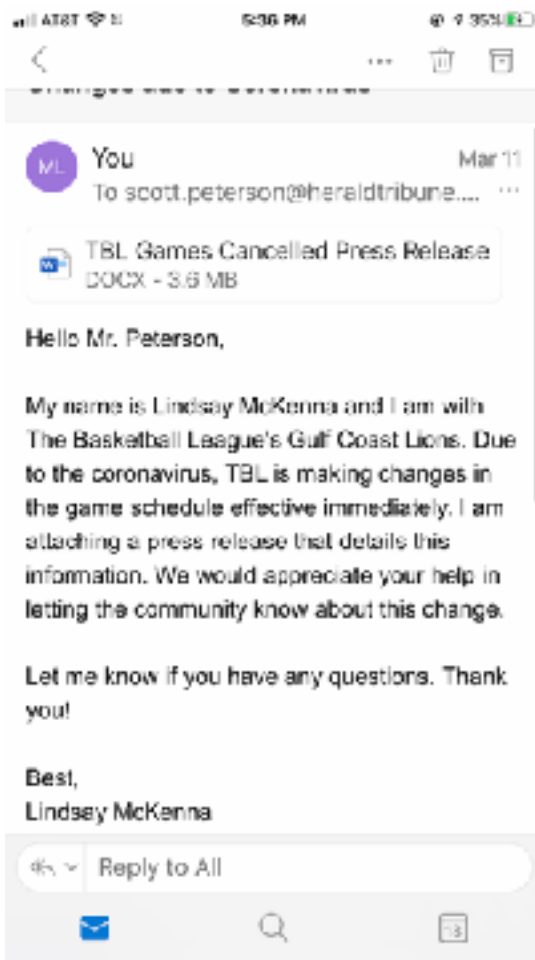
Hello Mr. Maffezzoli,

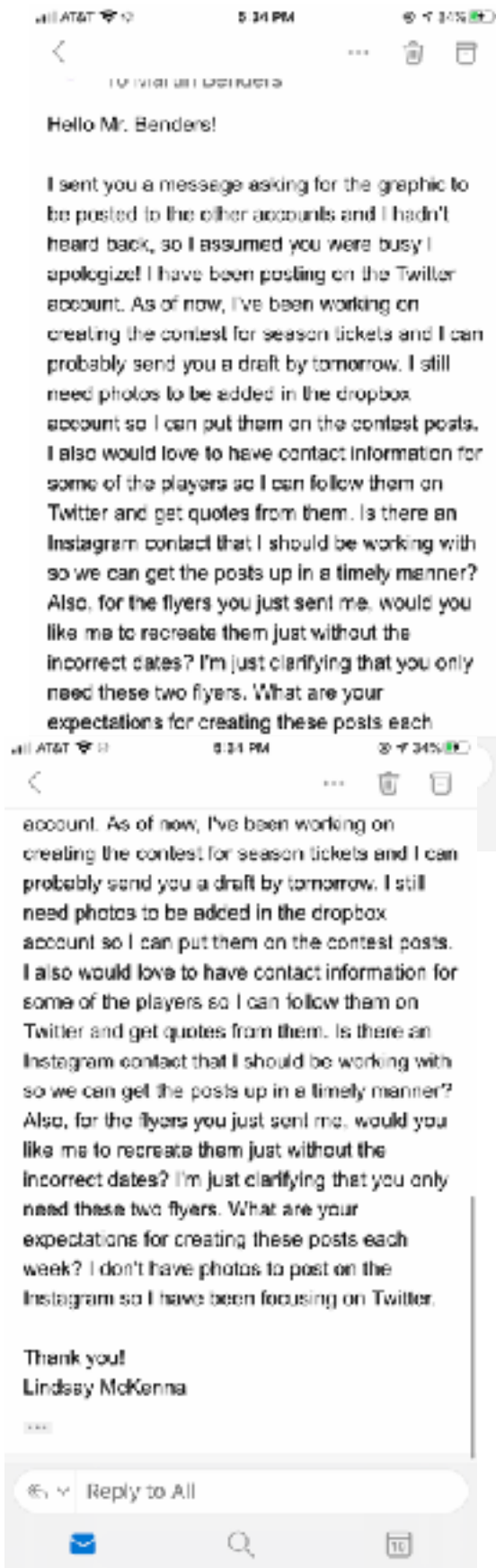
My name is Lindsay McKenna and I am with The Basketball League's Gulf Coast Lions. Due to the coronavirus, TBL is making changes in the game schedule effective immediately. I am attaching a press release that details this information. We would appreciate your help in letting the community know about this change.

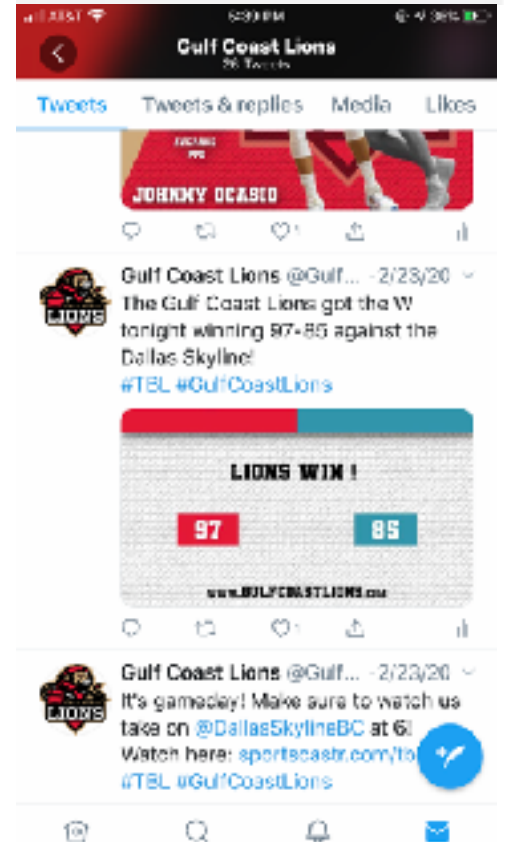
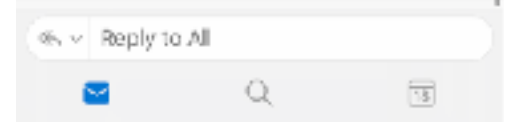
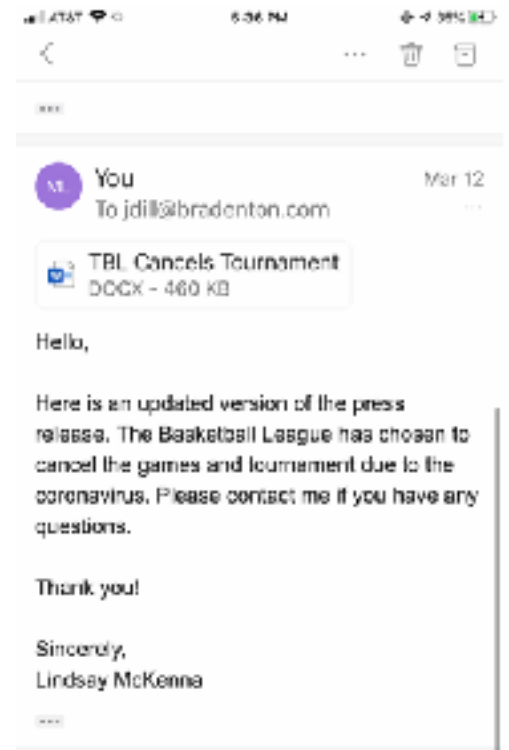
Let me know if you have any questions. Thank you!

Best,
Lindsay McKenna

Reply to All [search] [calendar]







ML You Mar 11
To Martin Benders

TBL Games Cancelled Press Release
DOCX - 3.6 MB

Hello Mr. Benders,

Evelyn and David Magley want us to send out this press release about changes in the game schedule due to the coronavirus. It looks like there will be no more regular season games played in the current venues, effective today. Let me know if you would like me to work on something else since the original graphic promoting school attendance to the games no longer is an option.

Thank you and let me know if there is anything I can help you with!

Reply to All

ML You Mar 12
To scott.peterson@heraldtribune....

TBL Cancels Tournament
DOCX - 460 KB

Hello,

Here is an updated version of the press release. The Basketball League has chosen to cancel the games and tournament due to the coronavirus. Please contact me if you have any questions.

Thank you!

Sincerely,
Lindsay McKenna

Reply to All



