DIGITAL MARKETING

FOR THE MODERN *(BUT BUSY)* ATHLETIC DIRECTOR

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gipper

How to tell your program’s story, celebrate your athletes, shape perception, and generate meaningful revenue - **with limited time and resources.**

Agenda

- Dealing with reality
- Digital marketing basics for high school athletic departments
- How technology can do the work for you
- Q&A

DEALING WITH *REALITY*

Dealing With Reality

Life as a HS AD

Limited time & resources available to you as a high school athletic director

Community Expectations

Transformations in K12 education & athletics

Digital Evolution

Transformations in community engagement

DEALING WITH REALITY

Life as a High School AD

You are busy

You have very limited resources

You have a never ending task list and ever expanding responsibilities

Bottom line: You can't do it all & need help! (We'll get to what can help soon).

DEALING WITH REALITY

Transformations in K12 Edu & Athletics

Athlete & parent communication expectations have skyrocketed

Expansion of school choice (more options) & magnification of school/ department life

Fundraising pressure has increased: ticket sales, donations, sponsorships

Bottom line: You are now competing for students and funding.

DEALING WITH REALITY

Transformations in Community Engagement

1. Social media dominance
2. Mobile first stakeholders
3. Decline of local media
4. Engagement and action

Bottom line: The way your stakeholders engage with your program has changed, and therefore your marketing & communications strategies need to change too.

Dealing With Reality

As an AD, you can't do it all. You need help.

As a K12 athletic department, whether you like it or not - you're competing for students and funding

How your stakeholders engage with your department has changed, and therefore you communications & marketing strategies need to change too.

What now? Athletic departments need to adopt modern digital marketing, but using tactics/ tools that make it quick & easy to be successful.

THE MODERN AD IS *A MARKETER*

DIGITAL MARKETING BASICS

FOR MODERN K12 ATHLETIC DEPARTMENT

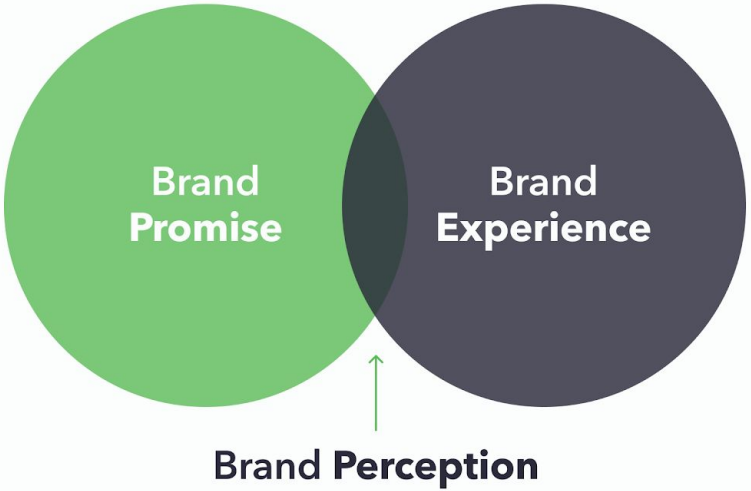
Digital Marketing Basics

- Brand
- Channels
- Content

BRAND

Brand

- What is your why?
- Brand Promise
- Visual Branding
- Brand Perception



What is your why?

- What is your why as an athletic department?
  - The reason why your department exists
- Document it

What is your brand promise?

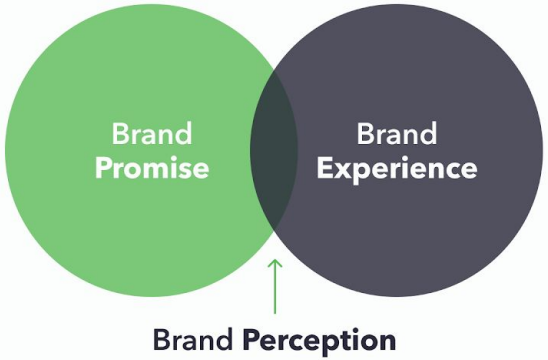
- Brand promise = the value or experience your stakeholders can expect to receive every single time they interact with your department
  - *Example: Professionalism and Dedication to the best Student-Athlete Experience*
  - Brand Promise should extend from your department's **Why**

Visual Branding

- Brand Assets
  - *Official Logo, Colors, Fonts*
- Style Guide

Visual Branding

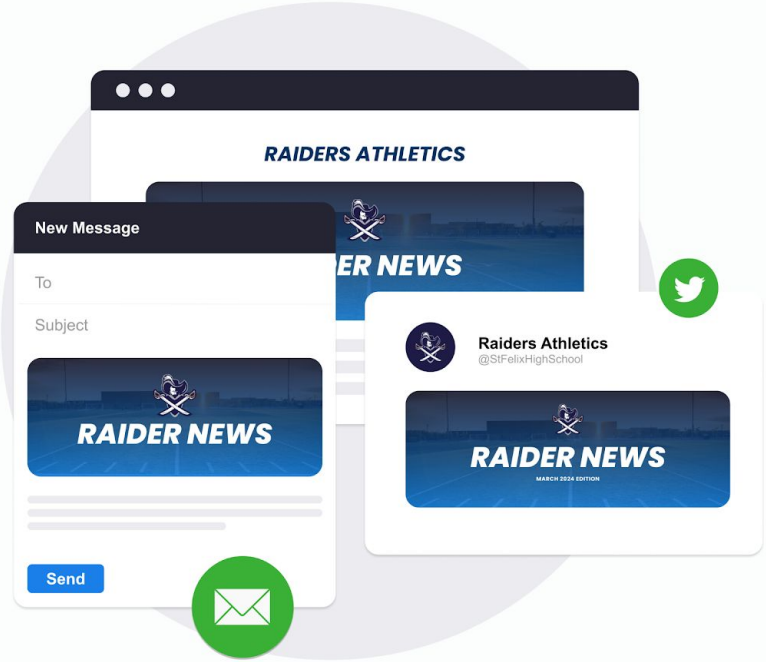
- How does your visual brand appear on social media? On your website? At your facilities?
  - *Consistency, Consistency, Consistency*



CHANNELS

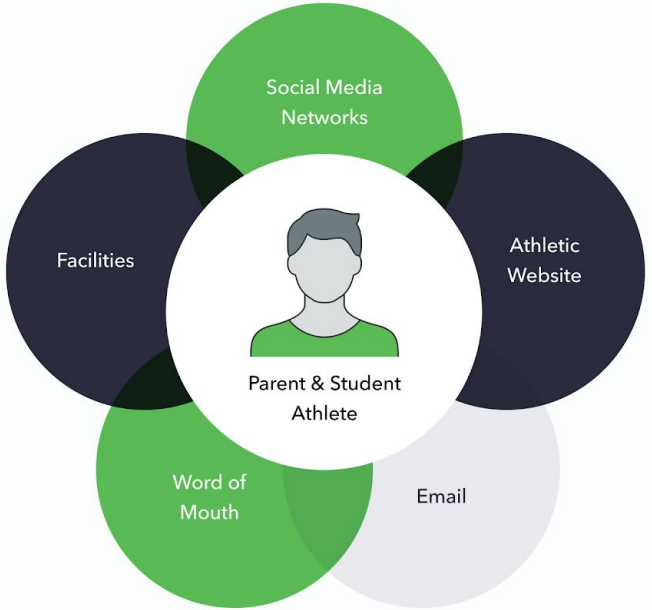
What is a “Channel”?

- Any type of medium used to market/communicate about your department
  - *social media, email, websites - in addition to offline channels such as in-person events (“Game Days”)*

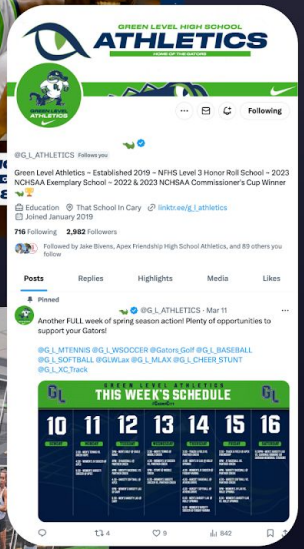


Omnichannel Marketing

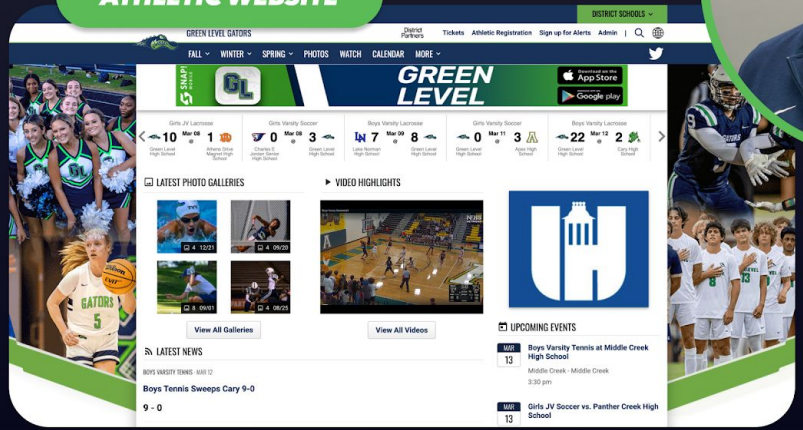
Omnichannel marketing takes into account that the stakeholder journey may span multiple channels - and looks at how to create the best experience as they move between them.



SOCIAL MEDIA NETWORKS

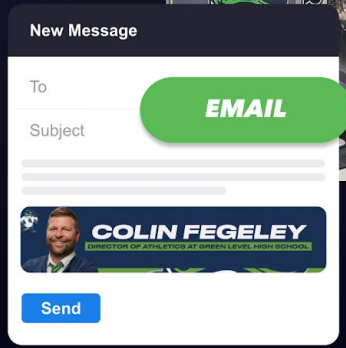


ATHLETIC WEBSITE



COLIN FEGELEY
GREEN LEVEL HIGH SCHOOL

FACILITIES



CHANNELS

SOCIAL MEDIA

Social Media

Instagram

Largest Age Group
18-24

X (Twitter)

Largest Age Group
25-34

TikTok

Largest Age Group
17-24

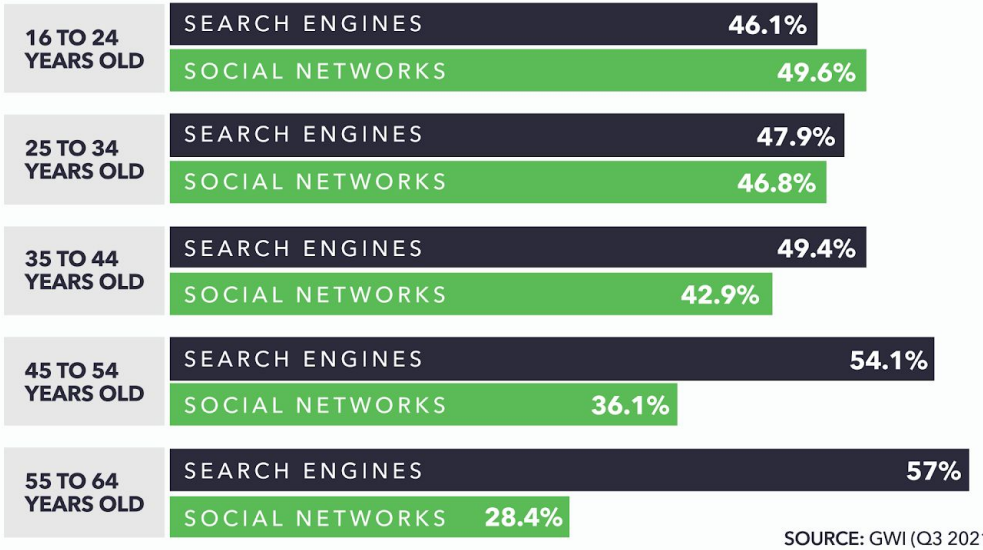
Facebook

Largest Age Group
25-34

Search Engines vs. Social Networks

Top channels for online brand research

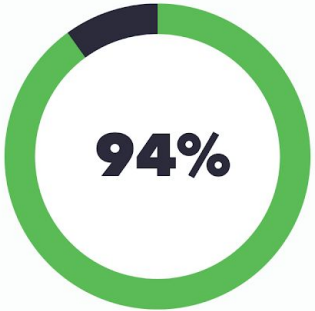
PERCENTAGE OF **INTERNET USERS** WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BRAD GLOBAL SURVEY OF INTERNET USERS AGED 16-64. SEE **GWI.COM** FOR FULL DETAILS.

Social Media

BY THE NUMBERS



of Gen Z use social media in 2022, up from 77% just a few years ago

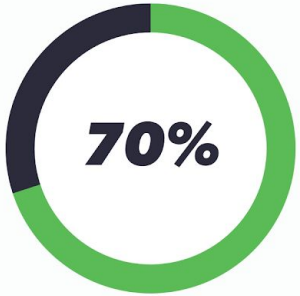
minutes (or 2 Hours, 37 Minutes) the average Gen Zer spends on social media everyday

Source 1: chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://assets.morningconsult.com/wp.uploads/2022/02/25132637/2202053 crosstabs MC ENTERTAINMENT MEDIA AND NEWS ANCHOR TRUST Adults v1 _SH.pdf
Source 2: https://www.qwi.com/reports/social

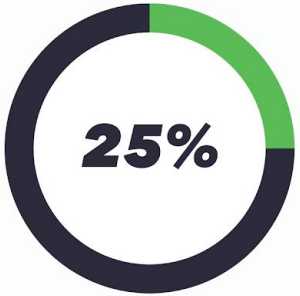
CHANNELS

EMAIL

Email



70% of U.S. consumers prefer to be contacted by brands via email.



25% of people aged 18-35 admit to checking their email first thing after waking up in the morning.

"Owned" channel with direct access to your stakeholders.

CHANNELS

WEBSITE

Websites

Explosion of social media has rendered traditional website less valuable

Rise of the **'Link-In-Bio'** website

drive more traffic from your social profiles to your most valuable content

Web still plays an important role - you want that real-estate covered

SEO if someone is searching via Google

DIGITAL MARKETING BASICS

CONTENT

Official Assets

LOGOS

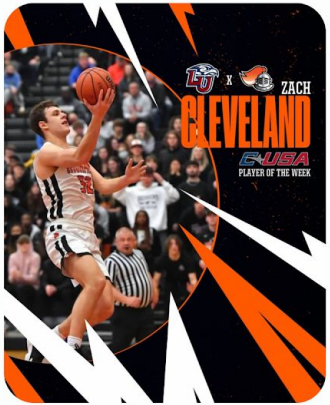
COLORS

FONTS

DRUK WIDE BOLD
UNITED SANS REG
GOLDMAN

PROGRAM: IRON ATHLETICS, NORMAL COMMUNITY HS

Graphics

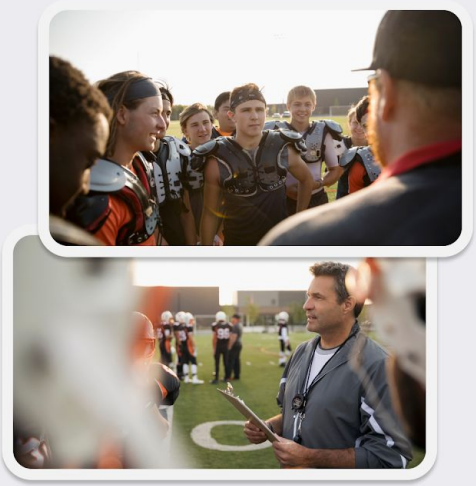


"WE LOVE USING GIPPER AND CONTINUE TO GROW OUR PROGRAM"

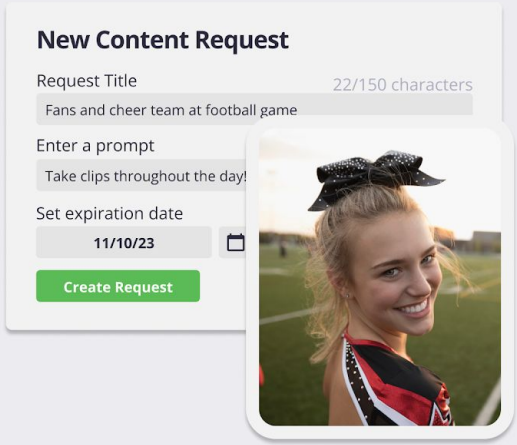
Nic Kearfott, CAA | Athletic Director | Normal Community High School

Photos & Videos

STUDENT, STAFF, PARENTS



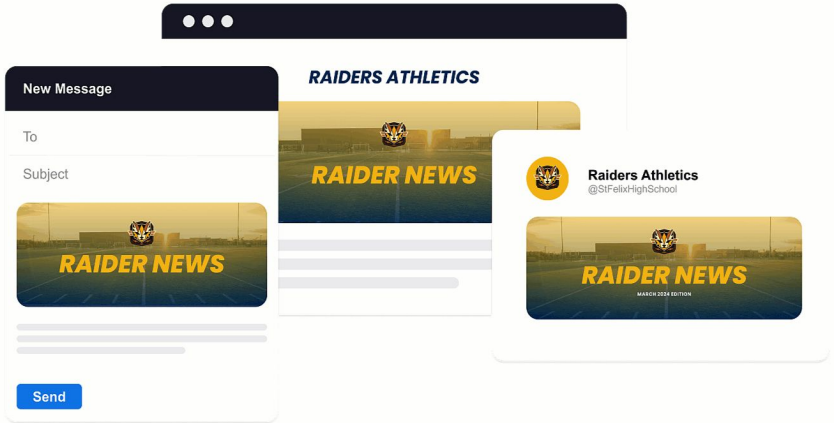
CONTENT REQUESTS



MEDIA DAYS

Weekly Newsletter

Share updates, announcements & more that will drive your community to action.



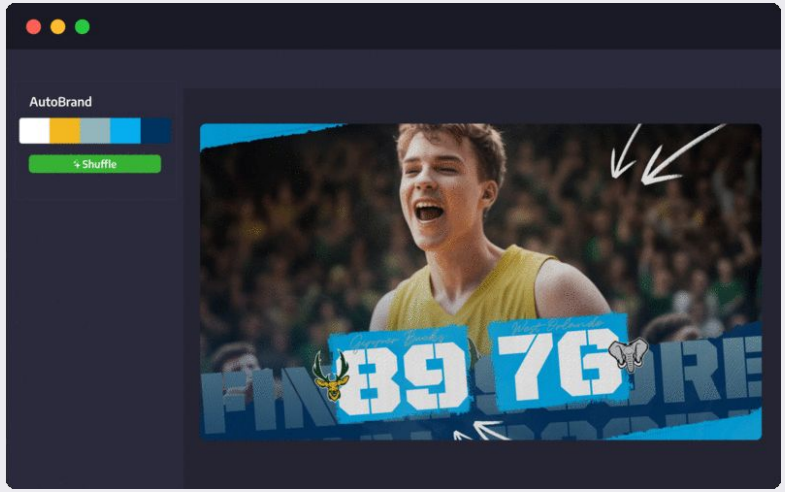
HOW TECHNOLOGY CAN DO THE WORK FOR YOU

Graphics Creation Tools

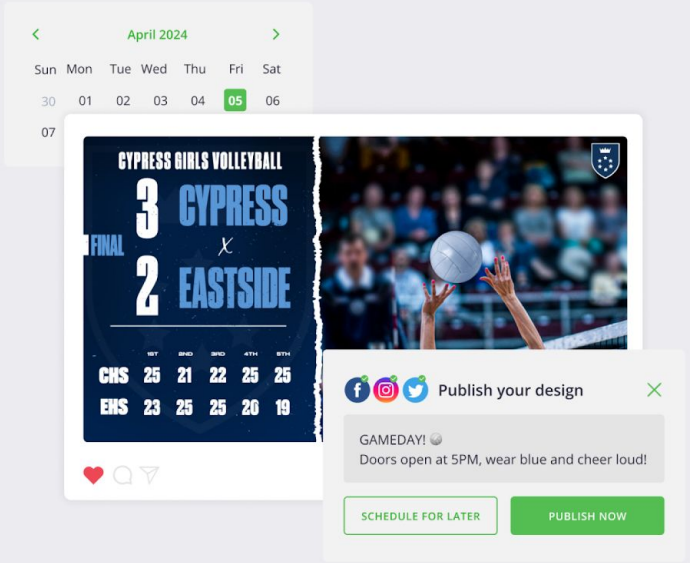
1. Ready-made templates
2. Purpose built for athletic departments and the busy AD
3. Quick & easy editing
4. Mobile app for creating on the go
5. Automation that does the work for you

Marketing Automation

AutoBrand



Social Scheduling



Gipper Newsletters

Weekly Newsletters

Customize professionally designed templates or create your own.

- Edit pre-made templates with your branding, photos, videos, graphics.
- Add clickable links & buttons to drive action.
- Publish your creation and generate a unique link you can put everywhere you need.

Generate meaningful revenue

Use social media content to open up new sponsorship opportunities that will bring in funds to strengthen your entire department.

Upload sponsor logos and stick them on your social promotions.

- ✓ Instant exposure for them
- ✓ More funds for your program

Re-using Content

DIGITAL SIGNAGE

NEWSLETTER

SOCIAL MEDIA

Athletic departments need to adopt modern digital marketing, but using tactics/ tools that make it quick & easy to be successful.

What does “modern digital marketing” look like for a high school athletic department?

Brand, Channels, Content

- Consistently using official brand assets
- Omni channel (social media, email, web)
- Creating high quality content using branded graphics, photos/videos
- Weekly newsletter communications
- Mobile first approach to web (link in bio, mobile responsive website)

How do you make it quick & easy?

Leverage best-in-class technology that can help "do the work for you"

Q&A

BOOK A DEMO

FREE TRIAL

Partnership Special Offer

10% Off First-Time Purchases & Upgrades

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