



DIGITAL MARKETING STRATEGY

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DESTINATION DOWN UNDER

THE WOMEN'S & MEN'S SCHEDULE

21 FEB – 8 MAR 2020

ICC WOMEN'S WORLD T20

6 HOST CITIES | 8 VENUES | 10 TEAMS | 23 MATCHES

FINAL	MCG, Melbourne
SEMI-FINALS	SCG, Sydney (2)
GROUP STAGES	Junction Oval, Melbourne Manuka Oval, Canberra Sydney Showground, Sydney WACA Ground, Perth
PREPARATION HUB	Allan Border Field, Brisbane Gladys Elphick Park, Adelaide

18 OCT – 15 NOV 2020

ICC WOMEN'S WORLD T20

7 HOST CITIES | 7 VENUES | 16 TEAMS | 45 MATCHES

FINAL	MCG, Melbourne
SEMI-FINALS	SCG, Sydney Adelaide Oval, Adelaide
SUPER 12 STAGE	Adelaide Oval, Adelaide MCG, Melbourne Perth Stadium, Perth SCG, Sydney GABBA, Brisbane (4) Bellerive, Hobart (2)
GROUP STAGES	Bellerive Oval, Hobart Kardinia Park Stadium, Geelong





DIGITAL MARKETING OBJECTIVES

Digital, Social & Search Communication Delivery

OBJECTIVES

DIGITAL, SOCIAL & SEARCH COMMUNICATION DELIVERY

- Develop content plans to capitalize on promotion of tournament at key timings
- Support search strategy across the key campaign timings
- Set, track and report key campaign data for all platforms to provide insight and data
- Work with key stakeholders to deliver content strategy

DIRECT MARKETING COMMUNICATION DELIVERY

- Track, analyze and report EDM activity
- Execution of communication strategy to meet partners' and commercial objectives

GENERAL

- Budget management and reporting

DIGITAL MARKETING FOCUS

01 INTERACTIVE AND DIGITAL FIRST VIDEO CONTENT

02 REWARD LOYAL FANS

03 STRENGTHEN BRAND ASSOCIATION WITH SPONSORS

04 IDENTIFY AND PROFILE A GLOBAL FAN BASE

05 BOOST DIGITAL MEDIA DWELL TIME

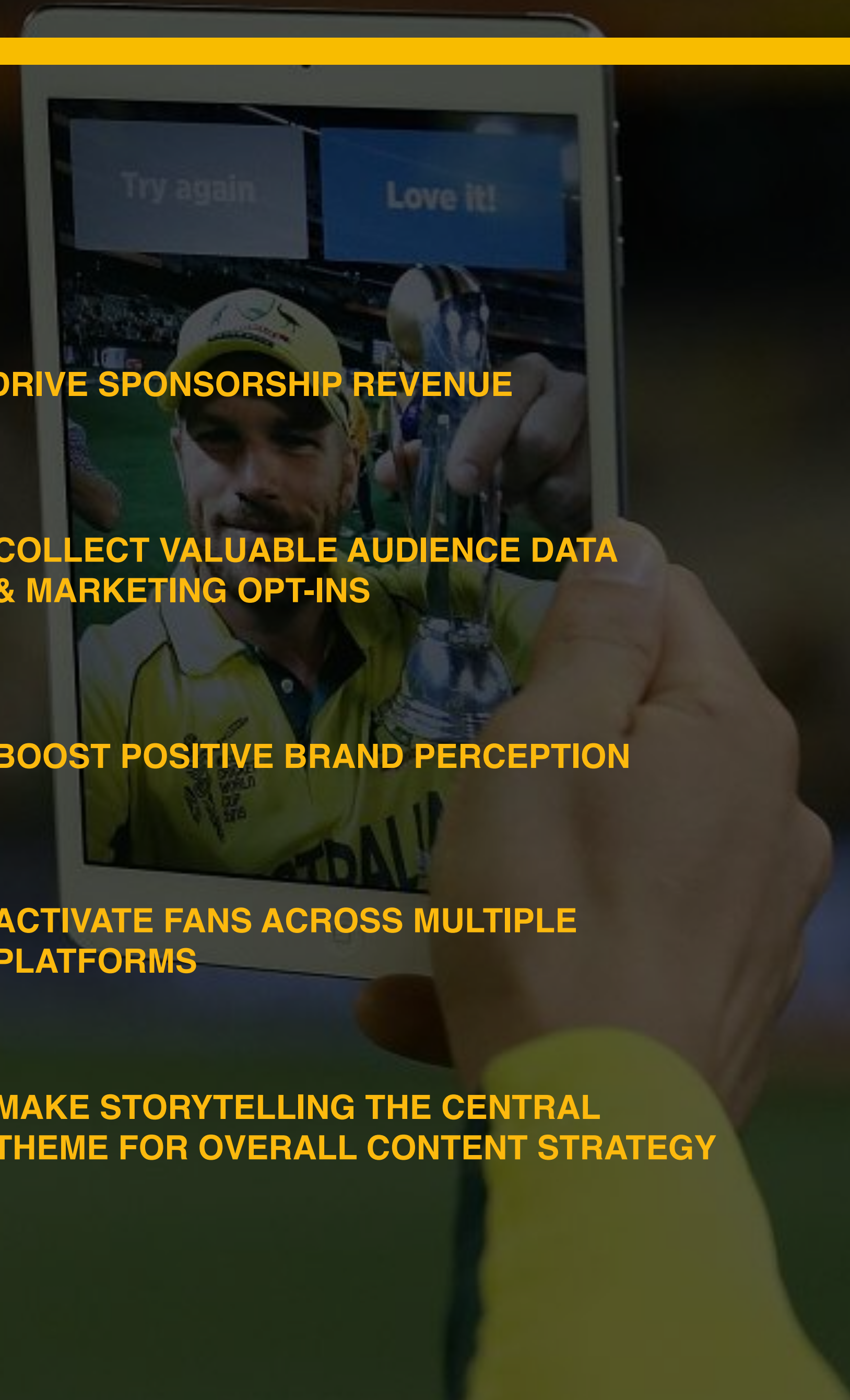
06 DRIVE SPONSORSHIP REVENUE

07 COLLECT VALUABLE AUDIENCE DATA & MARKETING OPT-INS

08 BOOST POSITIVE BRAND PERCEPTION

09 ACTIVATE FANS ACROSS MULTIPLE PLATFORMS

10 MAKE STORYTELLING THE CENTRAL THEME FOR OVERALL CONTENT STRATEGY

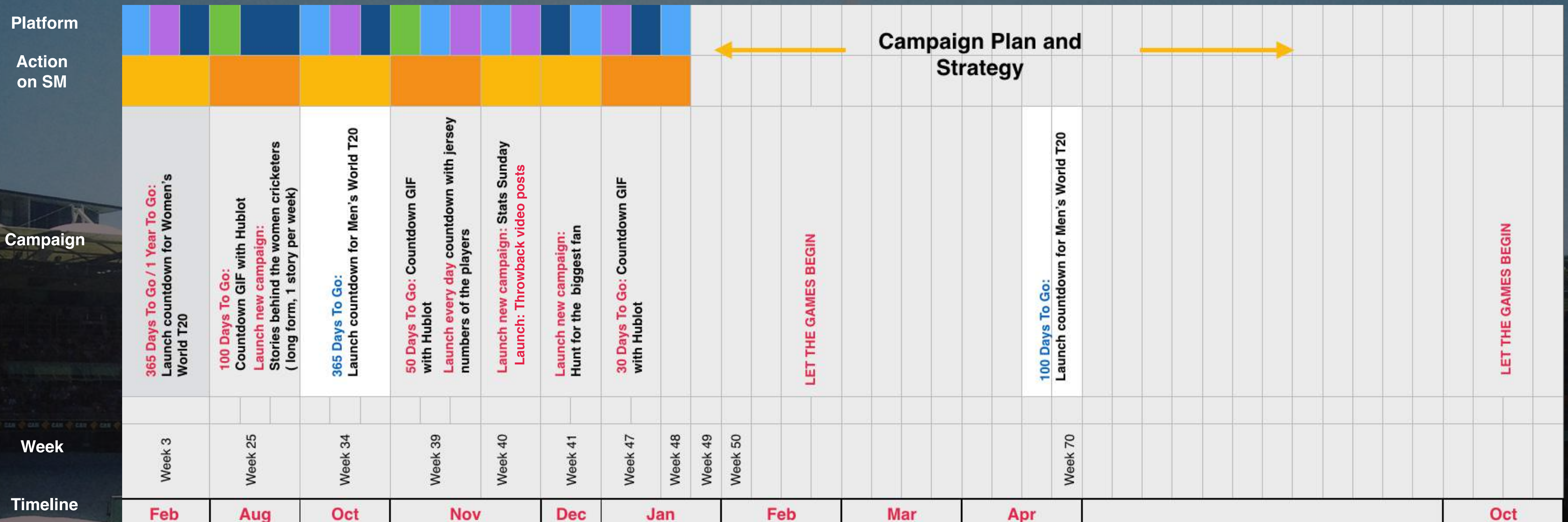
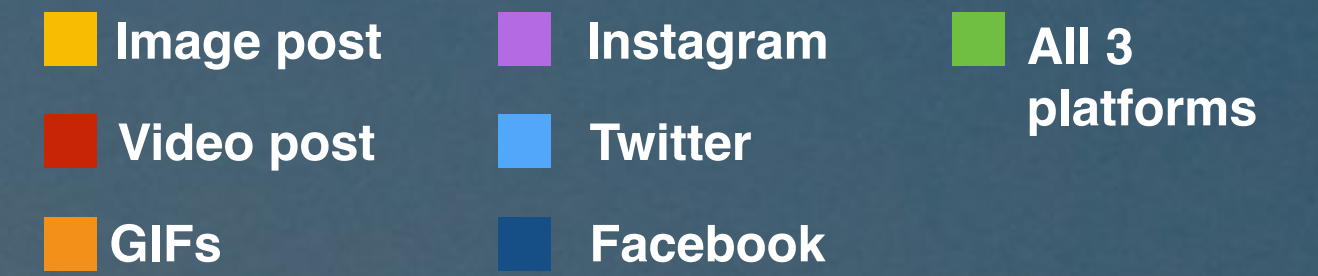


TENTATIVE INTERNAL ROADMAP

BUILDING THE CALENDAR

BE PREPARED AND PLAN EARLY

- Planning in advance is the key and it must begin now!



The background of the slide is a photograph of three pink cricket stumps standing on a sandy field. Each stump has several logos: 'CAN' at the top, a diamond-shaped logo below it, the 'McGrath Foundation' logo (two stylized figures) in the middle, and a stylized 'S' logo at the bottom. The stumps are connected by a wooden crossbar. The text 'DIGITAL MARKETING' is centered over the stumps, with 'Search Strategy' below it. Two horizontal yellow lines extend from the text to the left and right edges of the frame.

DIGITAL MARKETING

Search Strategy

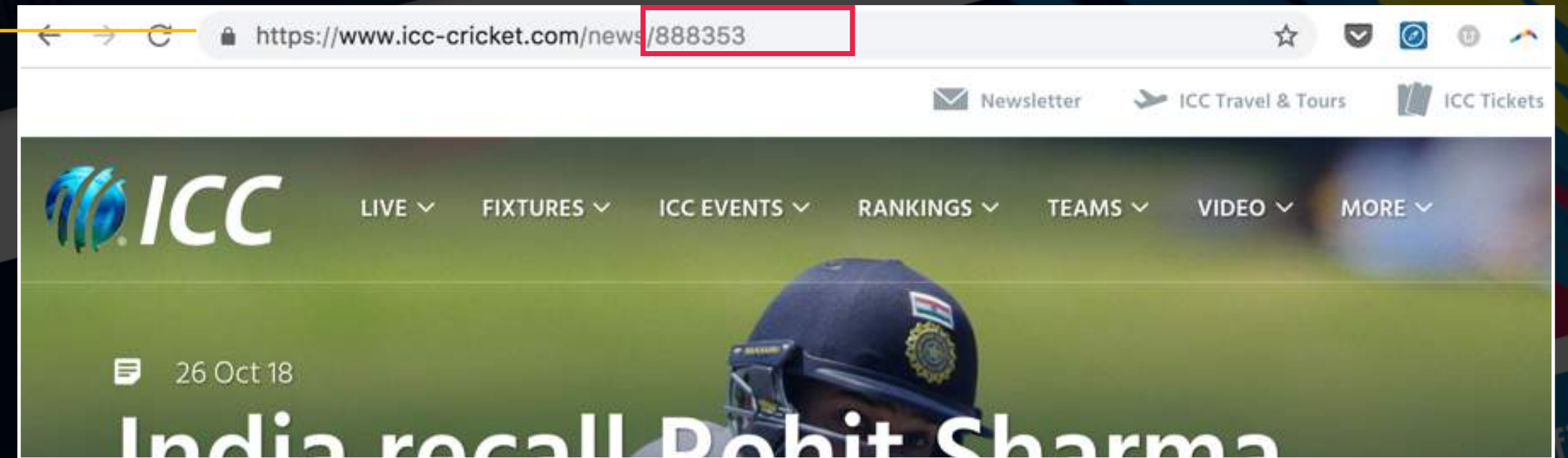
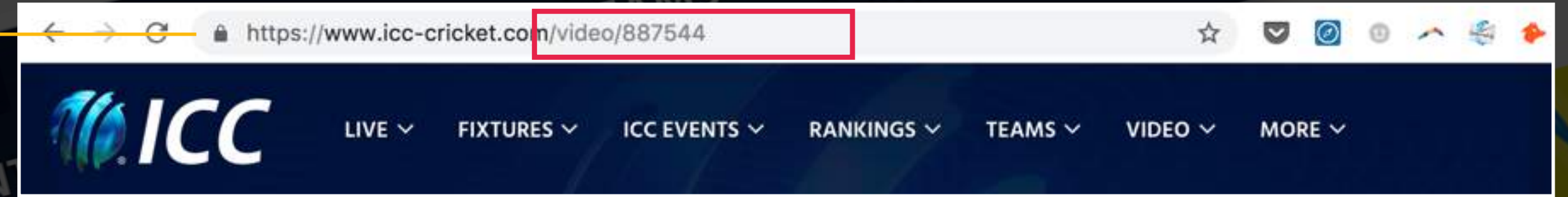
SEARCH STRATEGY

SEARCH ENGINE OPTIMIZATION

ON-SITE SEO: URL OPTIMIZATION

- Key words still matter and your target queries should be within URLs
- New pieces of content – website press releases, news articles, blog posts etc. to be released with keywords in the URL

Bad Practice:
Lack of URL structure



Good Practice:
Key words incorporated in the URL



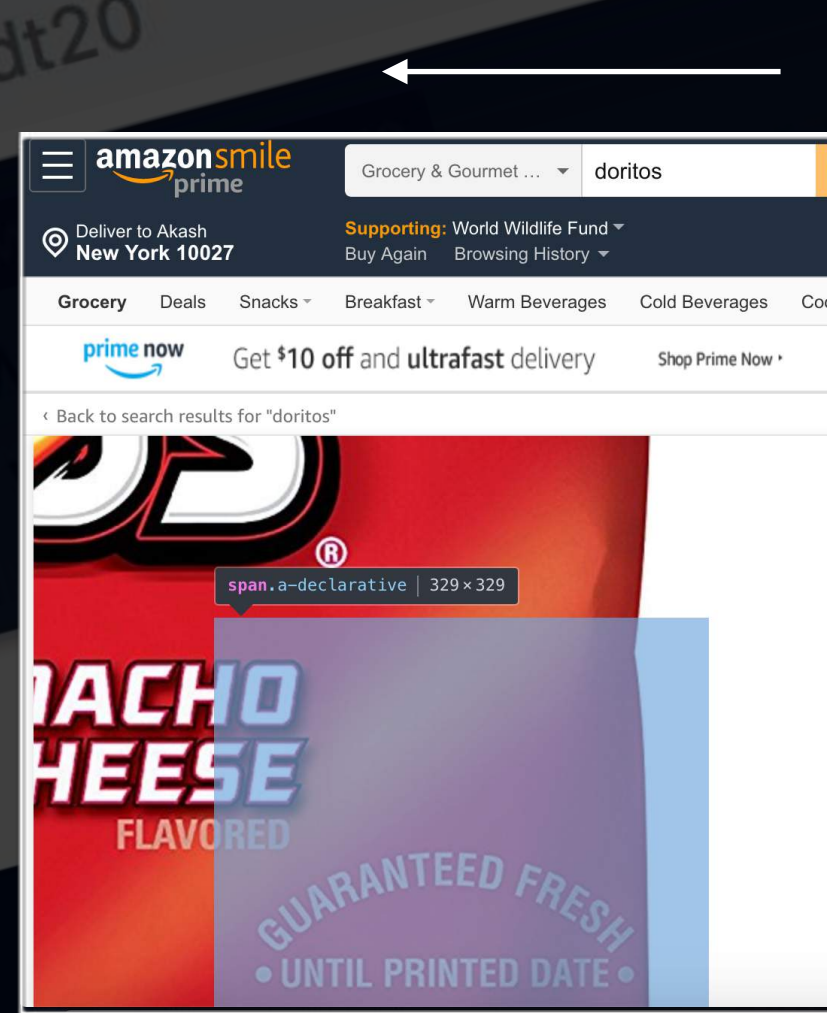
SEARCH STRATEGY

SEARCH ENGINE OPTIMIZATION

ON-SITE SEO: ALT TAGS/TEXT

- Adding alternative text to photos is first and foremost a principle of web accessibility
- Alt tags provide better image context/descriptions to search engine crawlers, helping them to index an image properly
- Visually impaired users using screen readers will be able to read an alt attribute to better understand an on-page image

Good Practice:
Describing image in the code



```
>  
  
  
  
  
  
  
  
</div>  
>><div style="width: 1px; height: 1px; display: inline; position: absolute; ">...</div>
```



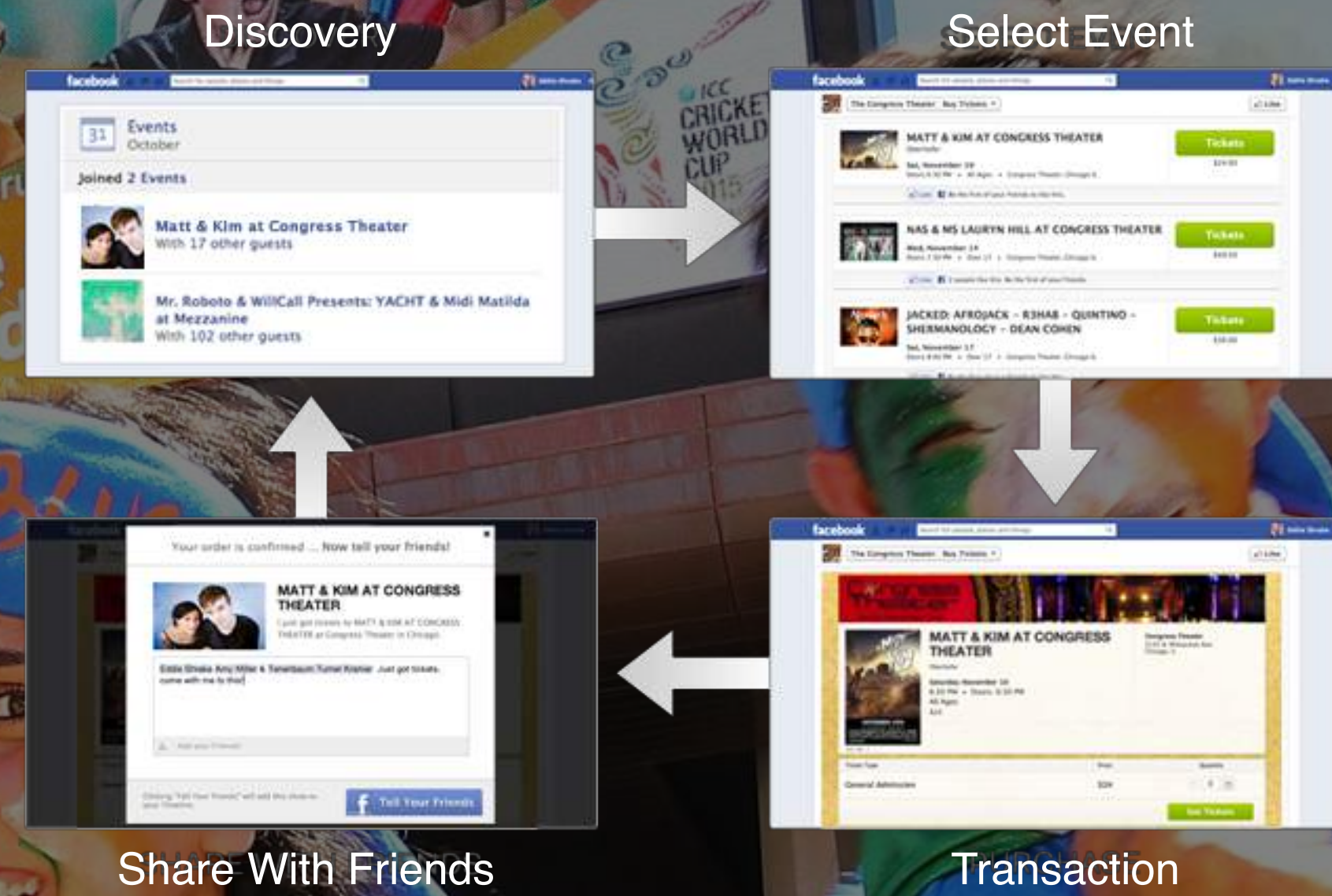
DIGITAL MARKETING
Content Strategy

CONTENT STRATEGY

PART 1: CONTENT THAT DRIVES TICKET SALES

COMBINE CONTENT WITH COMMERCE

One of the KPIs of this digital marketing campaign will be to drive ticket sales and get people to the stadiums for Women's and Men's editions of the World T20. It's important to **leverage storytelling and combine it with commerce** – Facebook ads, Instagram ads, Instagram shopping tags, in a seamless manner which doesn't appear as 'in-your-face-advertising'



CONTENT STRATEGY

PART 2: FYOF – FILM YOUR OWN FOOTAGE

DIGITAL- FIRST VIDEOS

Filming your own footage is a great way to get game highlights that are different from the broadcast. Teams that hire videographers not only get **great angles on big moments**, but they are also able to get **all the moments in between from celebrations to fans and more**

Source: Twitter handles of the respective teams



Exhibit 1: Minnesota Vikings (NFL)

Click on the image to view

Exhibit 2: Seattle Mariners (MLB)

Click on the image to view



CONTENT STRATEGY

PART 3: GRAPHICS & CREATIVES

Exhibit 1: Florida Gators (College Football)

Click on the image to view



Unique visual identity that makes content stand out above the crowd and eventually becomes recognizable for fans



Click on the image to view

Exhibit 2: Force India Formula 1



Combine design with bright colors and strong composition and the result is a strikingly sharp and eye-catching graphics package

OWN VISUAL IDENTITY

Owning visual graphics is key to social success. This includes **video, images and GIFs**

I'm a big believer that teams and brands should lean away from content that isn't unique to their brand, and instead, work to **create original content that evokes the right reaction and emotion**

CONTENT STRATEGY

PART 3: EXAMPLES OF CUSTOM GRAPHICS & CREATIVES

THE KEY TAKE AWAY

The bottom line is this: Concepts are important, but how we **package and execute is also key**. Leverage every platform's different strengths to create content that is eye-catching, **engaging** and **unique to the platform**

MIXED COLORED THEME

LIGHT COLORED THEME



Design consistent with the Team's colors

DARK COLORED THEME

Design consistent with the Team and World T20 colors



Design consistent with the World T20 colors

CONTENT STRATEGY

PART 4: HUMOR, GIFs & MEMES



FOR INSTANCE

A grid of 9 numbered photos of cricketers in various poses and expressions. To the right is a social media post from worldt20 asking "Who did it the best?" with 213,457 likes. The photos are numbered 1 through 9, showing cricketers in white, blue, and yellow uniforms.

SIMPLE YET HILARIOUS

Click on the image to view

POP CULTURE

- Staying relevant matters
- Creating relatable GIFs and moments that seep into pop culture
- The key is to **connect the pulse of the internet with your brand**
- Tap into existing content to evoke emotions such as humor through memes and GIFs
- Remember, **original content wins**

CONTENT STRATEGY

PART 5: FAN ENGAGEMENT AND ADVOCACY

REWARDING FAN LOYALTY THROUGH SOCIAL MEDIA

- Tap into cricket's strong global fan following
- NYCFC's Fan Appreciation Day is a classic example of how brands can tap into their local community and leverage the power of social media
- Build up to the World Cup could feature fans from the participating countries to nominate some fascinating stories of cricket fans and build social momentum around them
- The focus: To generate real, authentic and emotion-provoking stories from all corners of the world

GREAT EXAMPLE OF COMMUNITY INVOLVEMENT IN A SOCIAL CAMPAIGN

SHIRTS OFF OUR BACKS

Vote for the Bluest NYCFC Fan!

We asked City Members to nominate the biggest NYCFC Fan. Now, help us select 15 fans to participate in the "Shirts Off Our Backs" Post-Match Ceremony on Fan Appreciation Day, October 23 at Yankee Stadium.

"Shirts Off Our Backs" celebrates our fans lasting commitment and support throughout the season. Each fan will be paired with a NYCFC player and will exchange shirts as a token of appreciation.

Revisit this page on October 21 to see which fans won.

Hoping to keep supporting for many generations. Good start!

I am a NYC public school teacher in the South Bronx. Behind my desk I have a shrine to NYCFC. In-between teaching students about history, civics, and computer science, I often successfully convert students into fans of the team.

I nominate my friend Jane Viacrucis who is also a Citymember and I as one of the bluest fans! Represented NYCFC every home/away game in any way we can. Our collage is a memory of our 1st year as city members. We are proud of our team! We bleed blue!

Couldn't make it to the home game that day because we were graduating from Fordham University in the Bronx, but we're always supporting our boys in blue!

I'm the bluest fan because I'm grateful to this amazing club for being the common denominator in my group of diverse friends. No matter our nationalities or religion we all support the boys in Blue. Just like this city, we call home; NYCFC brings everyone together as one.

Back when the club was in its infancy, only very few of us traveled to the preseason tournament in Charleston to show our support during NYCFC's first ever competitive match. I'm very proud to say I was there, front and center, cheering on our boys in blue since Day 1.

We're getting married Friday the 21st, and put off the honeymoon so we can come to the game on Sunday the 23rd. Dedication!!

Blue trough and trough, Alice cheers, chants and dances for NYCFC. Friends with City Beats, David Villa's imaginary best friend...at just 3, for her, true love is blue love.

Tommy McNamara signed her shirt and her heart grew three sizes. [Said shirt still worn to every game but can't be washed because "it's too...]

CONTENT STRATEGY

PART 6: BEHIND THE SCENES

BTS WITH CRICKETING LEGENDS

- Nostalgia is a great emotion and tapping into that with former cricketing legends and personalities from the sport will target both today's and yesteryear fans through social media
- Identify a small group of legends who will be the face of the World Cups and provide fans all the behind the scenes access and fun like never before
- Opportunity to make this the most digitally consumed World Cup in history and by leveraging humor, cricketing assets, exclusive access this edition could set benchmarks for others in sports media



CONTENT STRATEGY

PART 7: MISCELLANEOUS + IDEAS



NEW YORK KNICKS @nyknicks

Family First. #KnicksSummer

2:10 PM

895 likes

Dan LaTorraca @TweetsByDanno

Poll for the #smsports community & sports fans alike...

Which do you prefer for your team's hashtag emoji?

5:19 PM - Sep 6, 2018

- 22% Team Name // #Jets
- 54% Slogan // #OnePride
- 24% Call To Action // #GoPats

153 votes • Final results

LIFESTYLE CONTENT

CONTENT LIKE THIS DEEPENS RELATIONSHIPS WITH FANS AND ALSO HELPS SELL MERCHANDISE AND TICKETS

FOR INSTANCE, TRAVEL MILES WITH EMIRATES

PARTNER INTEGRATION

HOME 5121 MILES

warriors • Follow

warriors 1 down, 2 to go. New York + Chicago + Oakland

richchr I see you fly right over Nebraska! Not even a little pit stop?

nyc_niko Why is the earth flat though

meme_stealing_lord Nice elevator music

kolbytram At least you didn't get it wrong line the bills

simonebianchi30 Grand!

silence199086 @minecraftmale 0-6 congratulation

hazey.ree we going 7-1

rosebabu I saw you guys on Friday against the Knicks awesome On to the Nets

alexislantiguatoriblo

246,764 views



MOMENTS FROM THE PAST

FOR INSTANCE: COUNTING DOWN DAYS TO THE WORLD CUP WITH HUBLOT

PARTNER DIGITAL ACTIVATION

HUBLOT

ICC WORLD T20 100 DAYS TO GO

ICC WORLD T20 AUSTRALIA OCT 18 - NOV 15

Post design: Akash Bhat

SHAHID AFRIDI

LEADING WICKET TAKER IN ICC WORLD T20

#MRFStatOfTheDay

worldt20 • Follow

worldt20 Who did it the best?

213,457 likes

2 DAYS AGO

COMPELLING STATS WITH PARTNER HASHTAG

ENGAGING FANS IN REAL-TIME WITH REFLECTIVE RESULTS

CONSTANT AUDIENCE ENGAGEMENT

Post design: Akash Bhat

CONTENT STRATEGY

PART 7: MISCELLANEOUS + IDEAS

DIGITAL PARTNER ACTIVATION

- Seamless integration of partners into digital campaigns will make content feel less brand centric and will appeal more to fans
- Love the current countdown on WorldT20's Instagram account, however, there were **certain opportunities that were missed** such as key milestones wherein partners could have been integrated
- The goal should be to create more digital assets and inventory



VS



Post design: Akash Bhat

Partner Logo

Cricket ground in the background

Color and design synonymous with Hublot and the watch in picture

Event date reminder

Hublot: Seamless partner integration into digital countdown campaign

CONTENT STRATEGY

PART 7: MISCELLANEOUS + IDEAS

COMPELLING STATS AND VISUALS

- It's important to know that the attention span on social media is decreasing by the day; to capture attention brands need to use visually attractive posts and convey the message through the image rather than text via the caption
- Stats are a great way to remind fans and catch them by surprise about their favorite players, teams, moments and the tournament itself
- Combine that with some stunning graphics and visuals and you're looking at presentation worthy of engaging audiences

Sample post: Stats about the tournament

Post design: Akash Bhat



Design and color in sync with the Team's colors

Sponsor Hashtags

CONTENT STRATEGY

PART 7: MISCELLANEOUS + IDEAS

PUT FANS AT THE HEART OF YOUR CAMPAIGN

- Engage the community through online polls and other interactive tools across all social media platforms i.e. leverage each platform's strengths

Putting fans at the heart of social media campaigns

Dan LaTorraca
@TweetsByDanno

Poll for the #smsports community & sports fans alike...

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22%	Team Name // #Jets
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24%	Call To Action // #GoPats

153 votes • Final results

Letting fans choose their team's Hashtag Emoji is a great way to show fans you care about their opinion

CONTENT STRATEGY

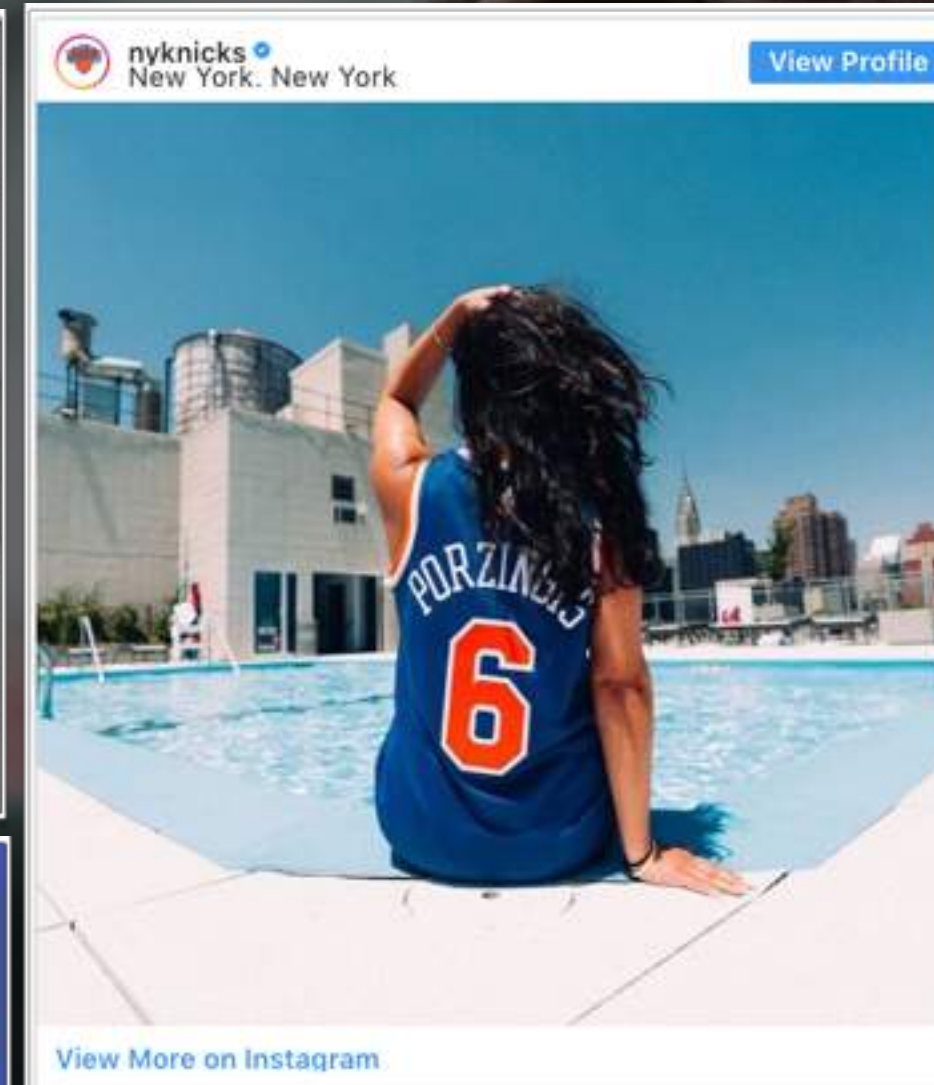
PART 7: MISCELLANEOUS + IDEAS

LIFESTYLE CONTENT MEETS COMMERCE

- Properties should start thinking about all the ways their brand seeps into fan consciousness beyond the game – lifestyle content is relatable for their fans and effortlessly cool
- It adds a human element, is uniquely own-able for teams and helps develop a closer connection between fans and players
- Opportunity to drive ticket sales and merchandise sales through lifestyle content

Combine lifestyle with commerce and work with partners such as Nike, Adidas etc.

Instagram shopping tags to drive ticket and merchandise sales



THANK YOU

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