



**NATIONAL WOMEN'S SOCCER
LEAGUE**
**DIGITAL MEDIA & MARKETING
PLAN**

THE PROMISE

TO DELIVER **FORWARD-THINKING,**
GROWTH HACKER DIGITAL AND MARKETING
STRATEGIES TO BRING NWSL AUDIENCE
CLOSER TO THE **WORLD'S GAME** AND
INSPIRE NEW FANS TO JOIN THE
REVOLUTION IN WOMEN'S SOCCER



THE APPROACH

DIGITAL & SOCIAL
ANALYSIS & RECOMMENDATIONS

GROWTH HACKER
MINDSET & FAN DEVELOPMENT

MONETIZATION
ENGAGEMENT & METRICS



DIGITAL AUDIT (UI/UX)



USER EXPERIENCE PRINCIPLES

DESIGN SHOULD
FOCUS ON
EXPERIENCE

PEOPLE SCAN
WEBSITES, THEY DON'T
REALLY READ THEM

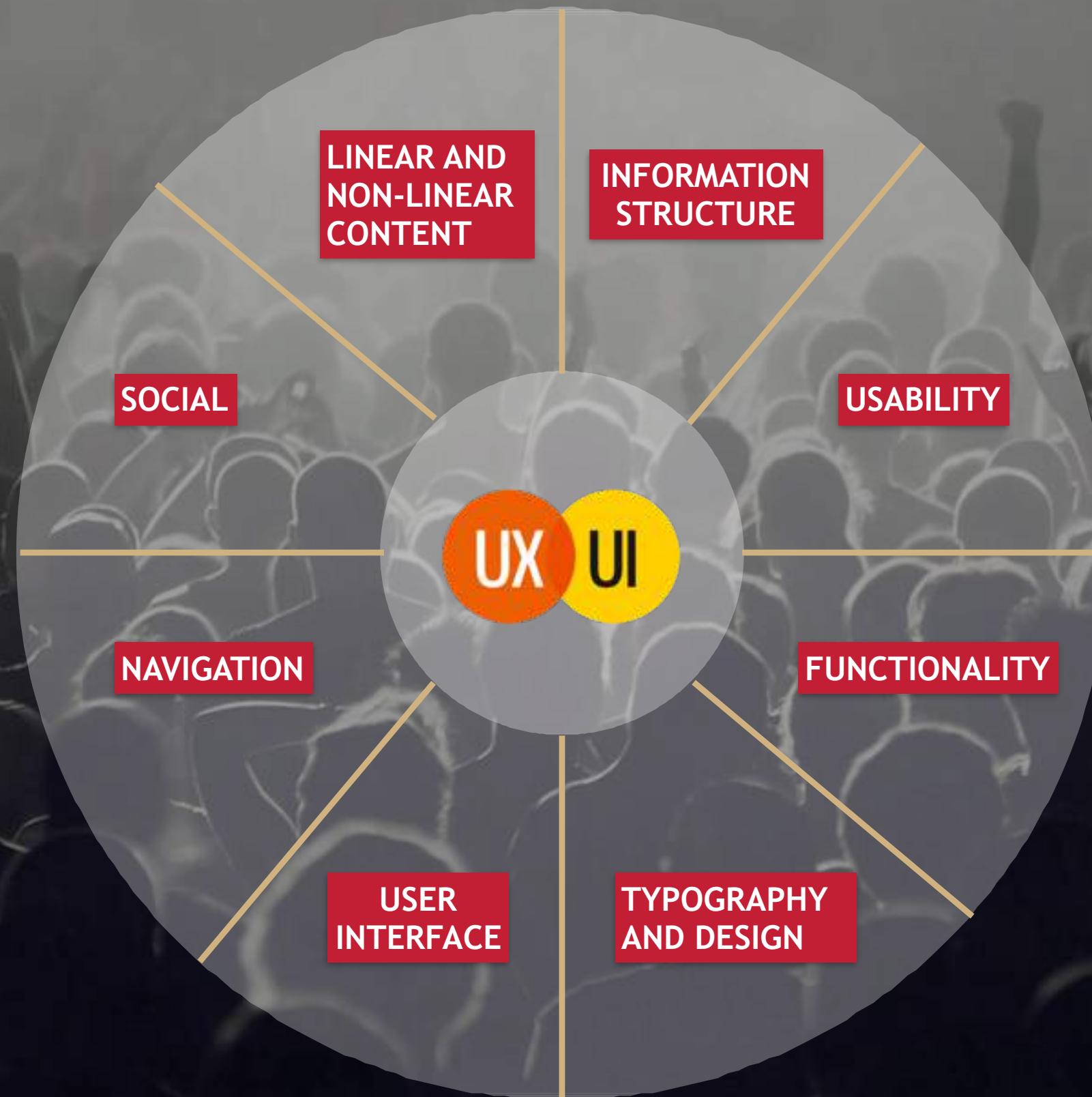
USERS CRAVE
SIMPLICITY AND
CLARITY

BUILDING A GREAT
RESPONSIVE DESIGN
ELIMINATES THE NEED
FOR NATIVE APPS

CREATE NON-LINEAR
CONTENT AND FEATURES
FOR USER RETENTION
AND NEW CUSTOMER
ACQUISITION



ELEMENTS OF USER EXPERIENCE



USER EXPERIENCE AUDIT (NWSL WEBSITE)



NEW WEBSITE: RECOMMENDATIONS

HOVER OVER
FEATURE ENABLED

Teams announce 2017 rosters
TEAM NEWS April 10

2017 Preview: Houston Dash
SEASON PREVIEW April 10

2017 Preview: Chicago Red Stars
SEASON PREVIEW April 10

Five-time FIFA Player of the Year Marta signs with the...
NEWS April 07

Rose Lavelle is good at soccer
TRENDING April 07

HOVER OVER FEATURE ENABLED

VIDEO HIGHLIGHTS

2016 GOAL OF THE WEEK
GOAL OF THE WEEK WINNER - DAGNY BRYNJARSÐÓTTIR - ...

2016 SAVE OF THE WEEK
SAVE OF THE WEEK WINNER - MICHELLE BETOS - WEEK 15

2016 SAVE OF THE WEEK
SAVE OF THE WEEK WINNER: KATHERINE REYNOLDS - WEEK 7

2016 NWSL SEMIFINAL
HIGHLIGHTS: WNY TOPS PORTLAND 4-3 IN AN EPIC...

NEWS

Teams announce 2017 rosters
The NWSL season kicks off on Saturday
BY JEQUELINE PURDY APRIL 10, 2017

NWSL Game of the Week on Lifetime schedule
Portland hosts Orlando on April 15th on Lifetime
BY EDITORS@NWSL APRIL 06, 2017

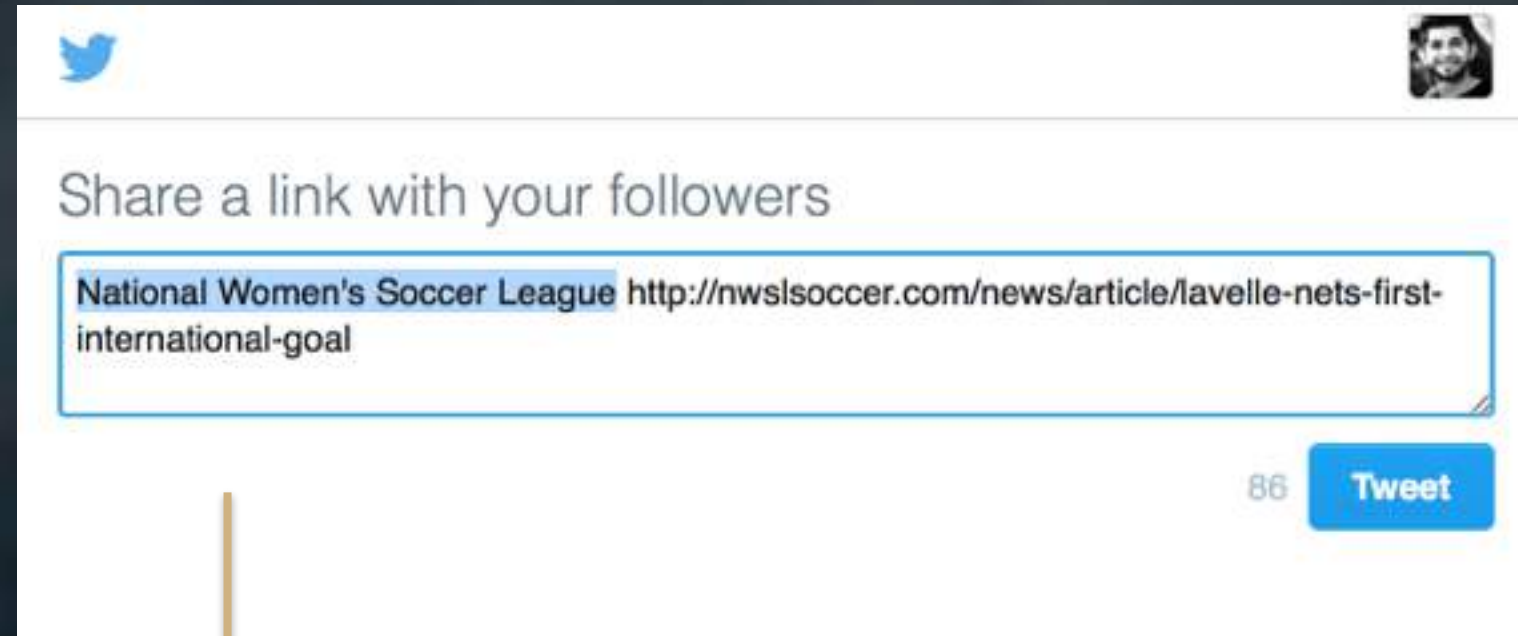
NWSL announces 2017 schedule
NWSL Game of the Week airs every Saturday on Lifetime, featuring a 30-minute pregame show
BY EDITORS@NWSL MARCH 28, 2017

HOVER OVER FEATURE MISSING;
ENABLE IT FOR CONSISTENCY

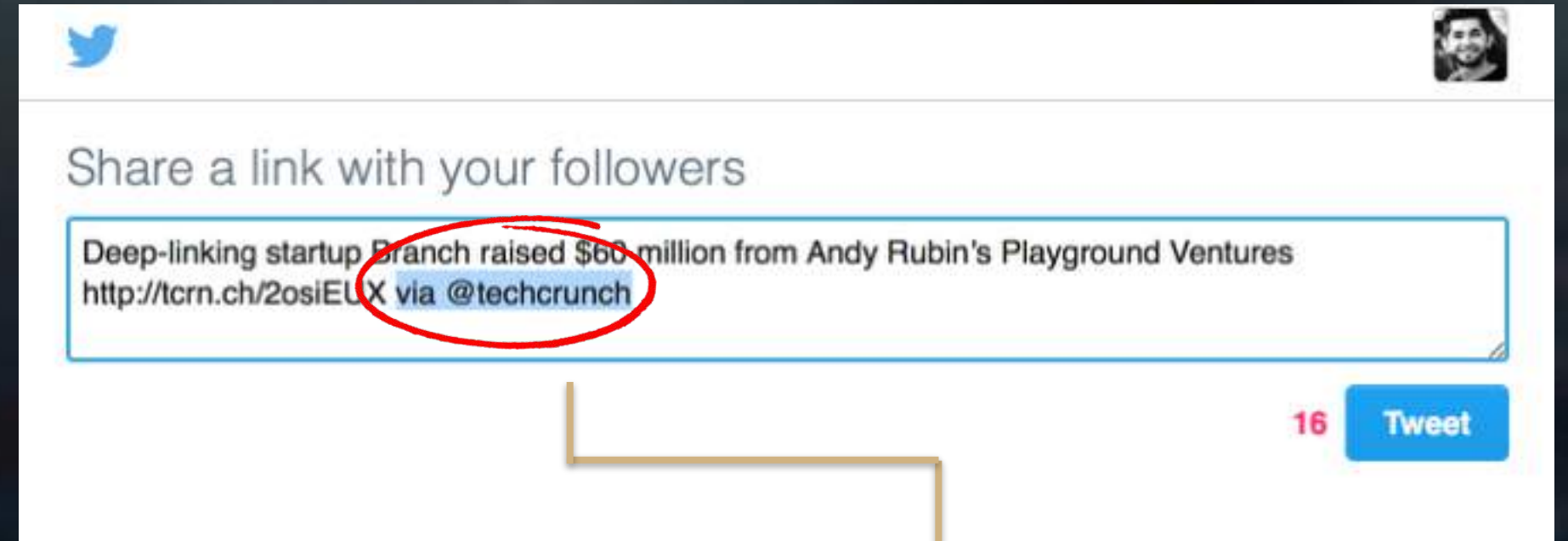
CONSISTENCY



NEW WEBSITE: RECOMMENDATIONS (AUTO-TWEET)



CURRENT AUTO-TWEET FORMAT



ALMOST EVERYBODY DOES IT!



INCREASE ENGAGEMENT AND TRAFFIC BY AUTO TAGGING @NWSL

SOCIAL ENGAGEMENTS



NEW WEBSITE: RECOMMENDATIONS (SOCIAL ACCOUNTS)

+Information

International
Yes

Place of birth
Funchal, Madeira (Portugal)

Web
<http://www.cristianoronaldoofficial.com/>

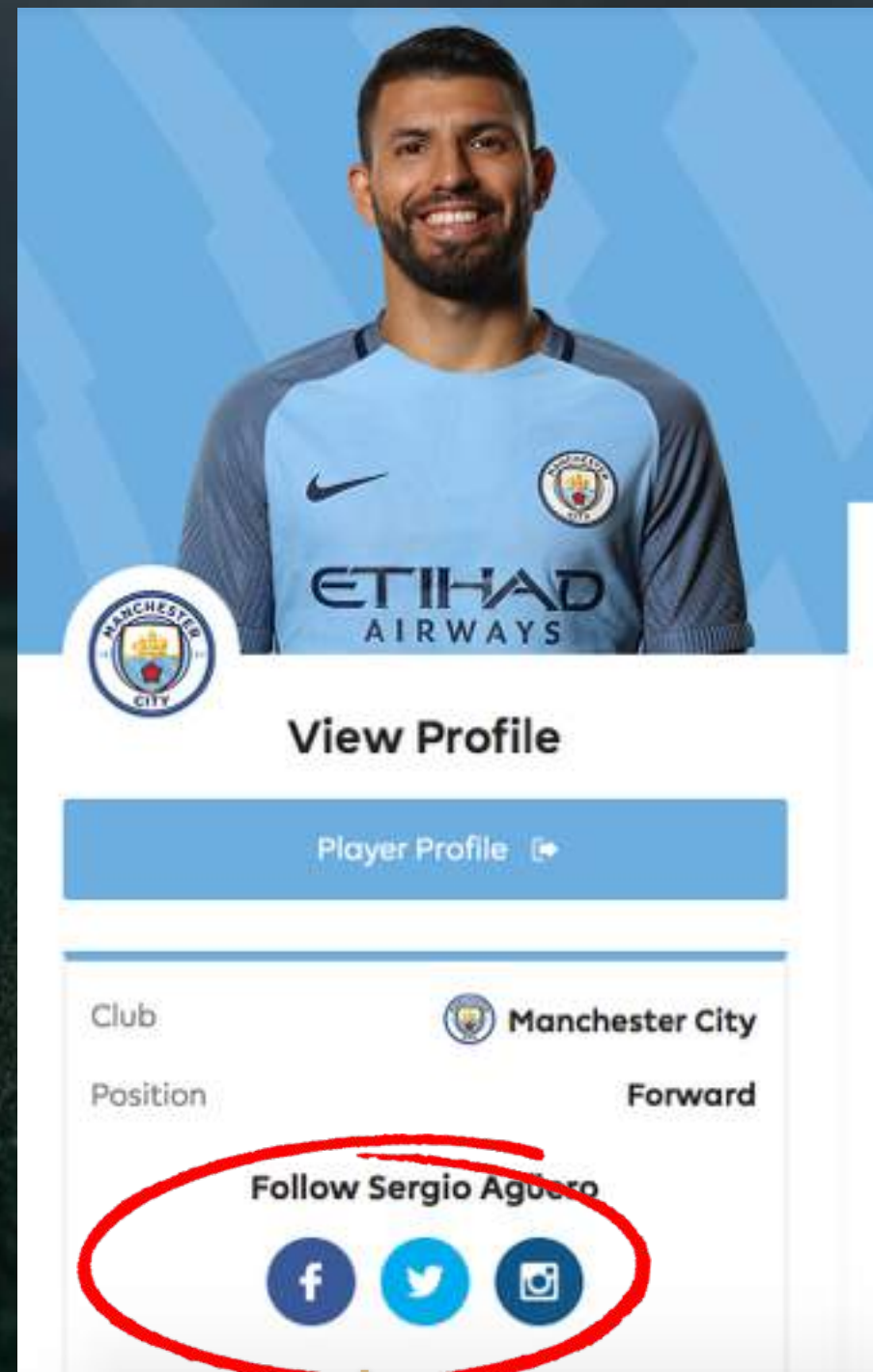
Facebook
<https://www.facebook.com/Cristiano>

Instagram
<https://instagram.com/cristiano>

Twitter
[@Cristiano](#)

Matches played last season
0

Goals last season
0



View Profile

Player Profile →

Club **Manchester City**

Position **Forward**

Follow Sergio Agüero

[f](#) [t](#) [i](#)



JESSICA FISHLOCK

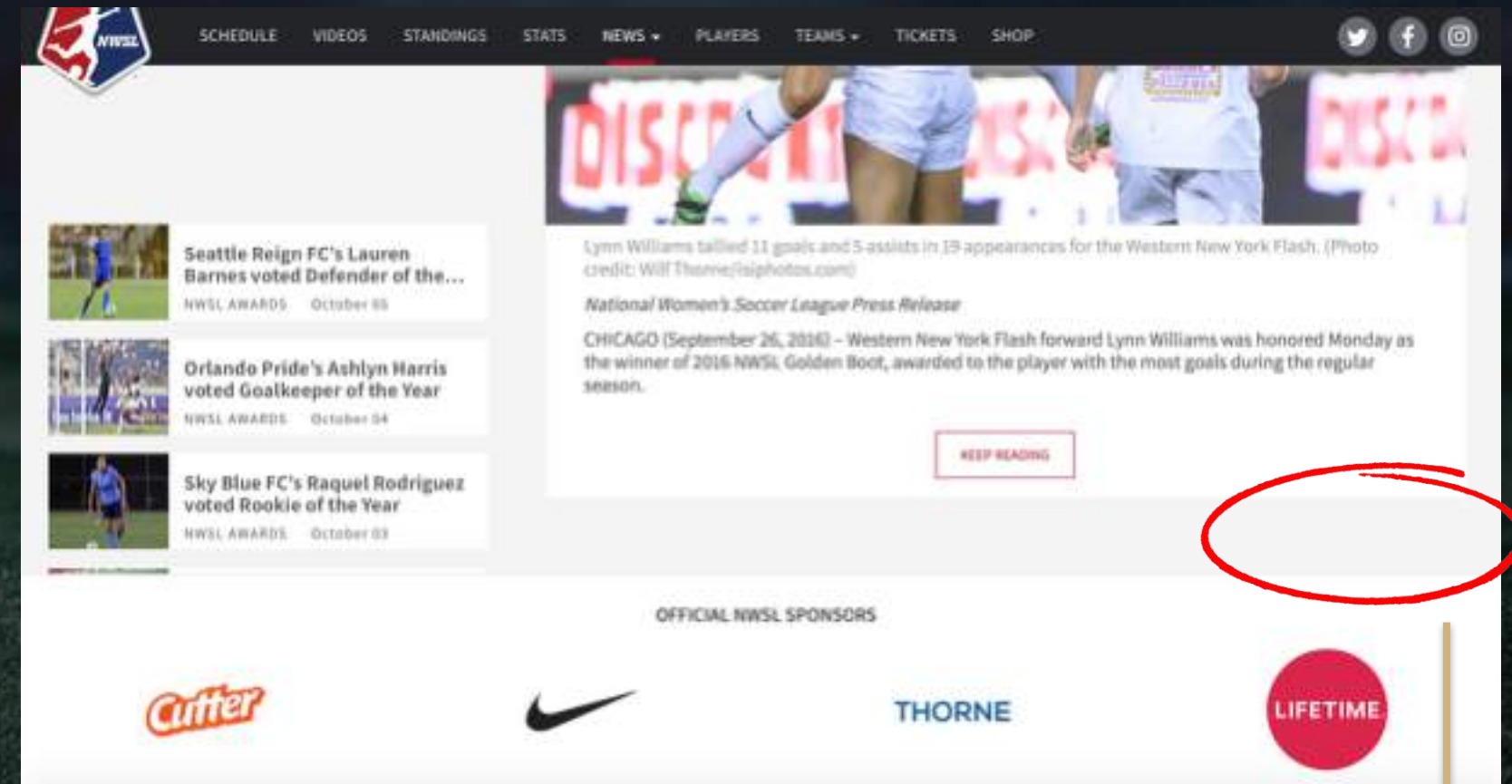
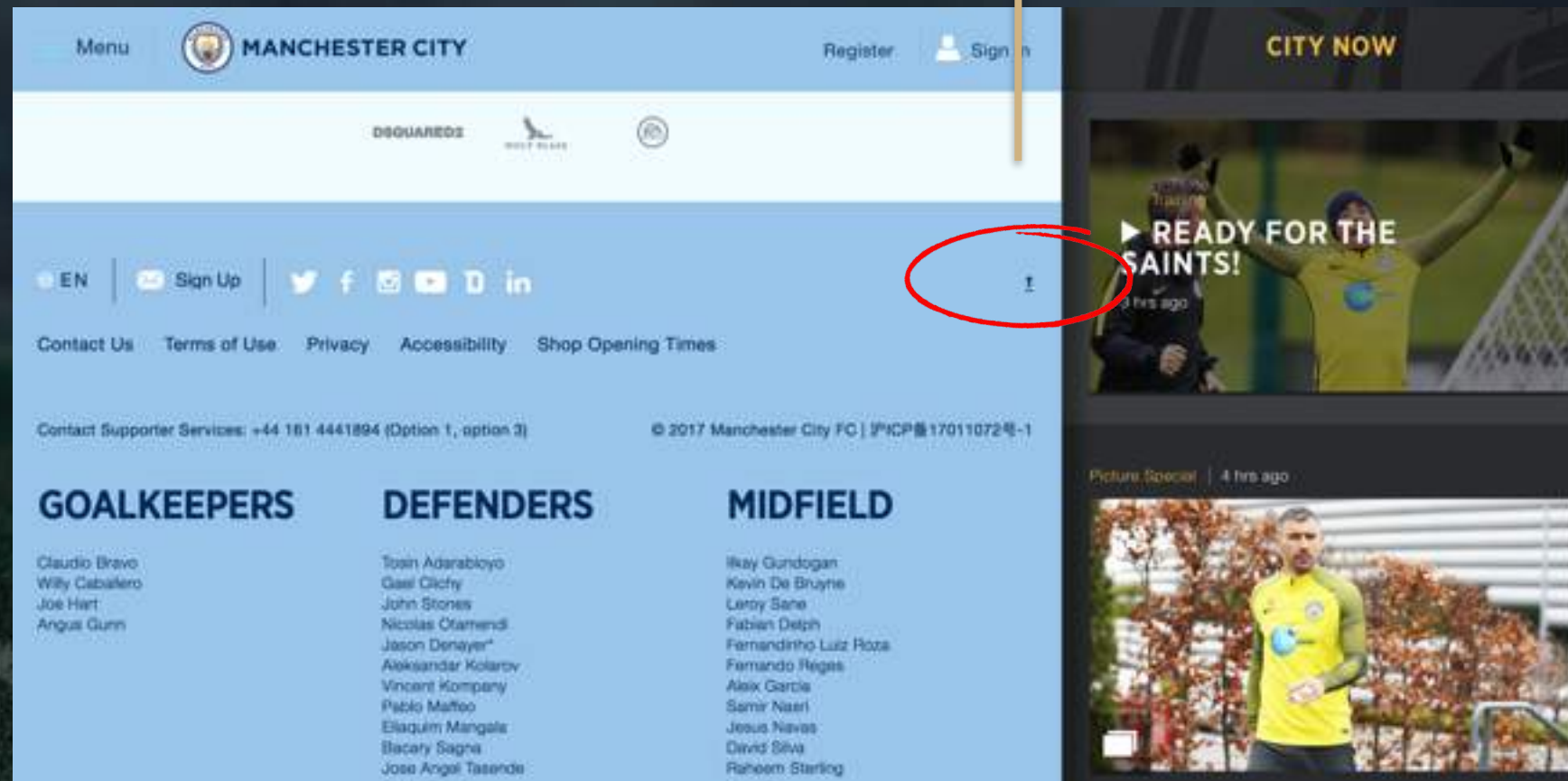
SEA

POSITION	MIDFIELDER
AGE	01-14-1987
HEIGHT	5'2"
HOMETOWN	CARDIFF
COUNTRY	WALES
COLLEGE	N/A

INCLUDE SOCIAL MEDIA ACCOUNTS OF PLAYERS ON 'PLAYERS' PAGE

NEW WEBSITE: RECOMMENDATIONS (NAVIGATION)

'GO BACK UP' FUNCTIONALITY

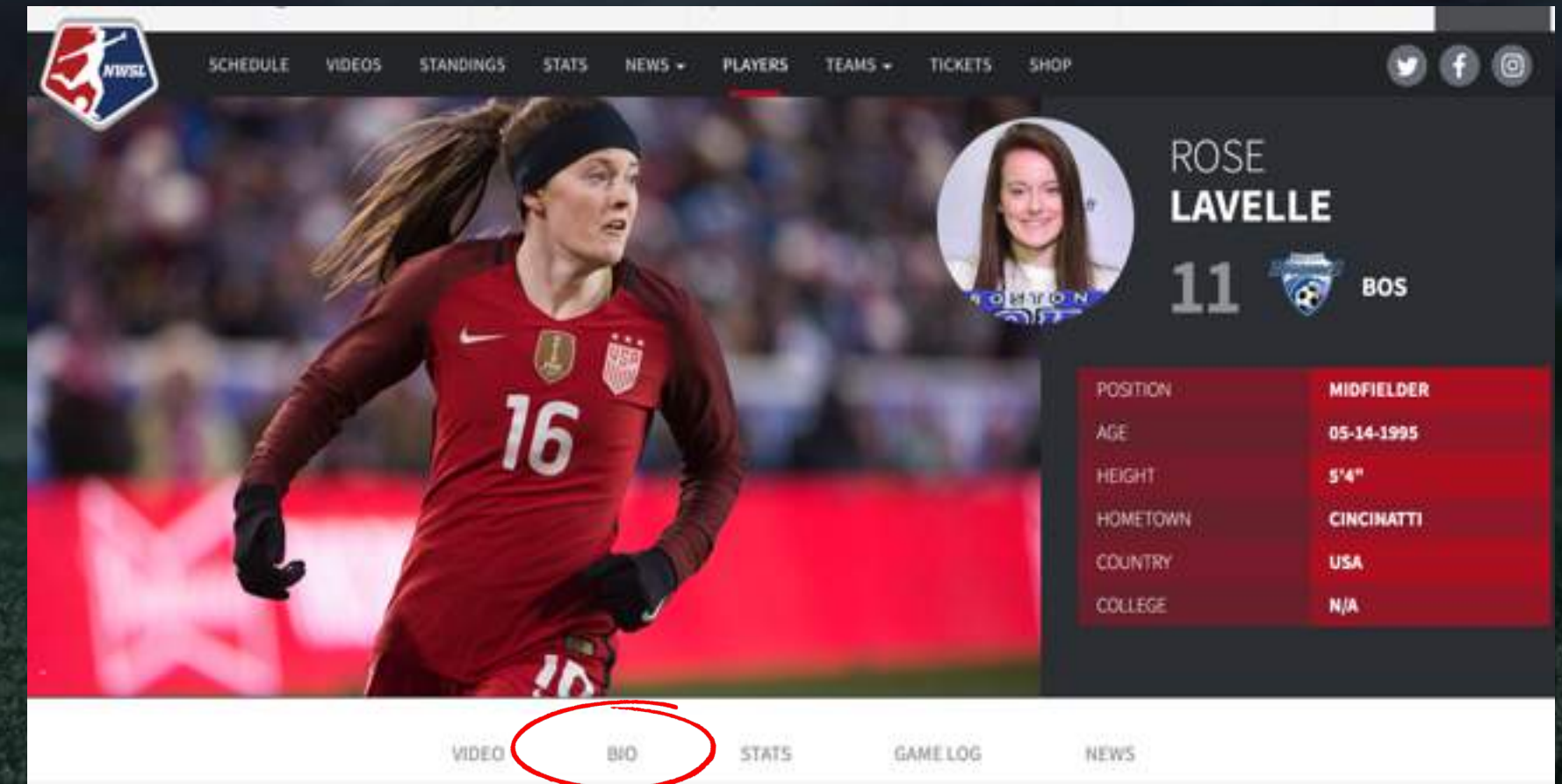
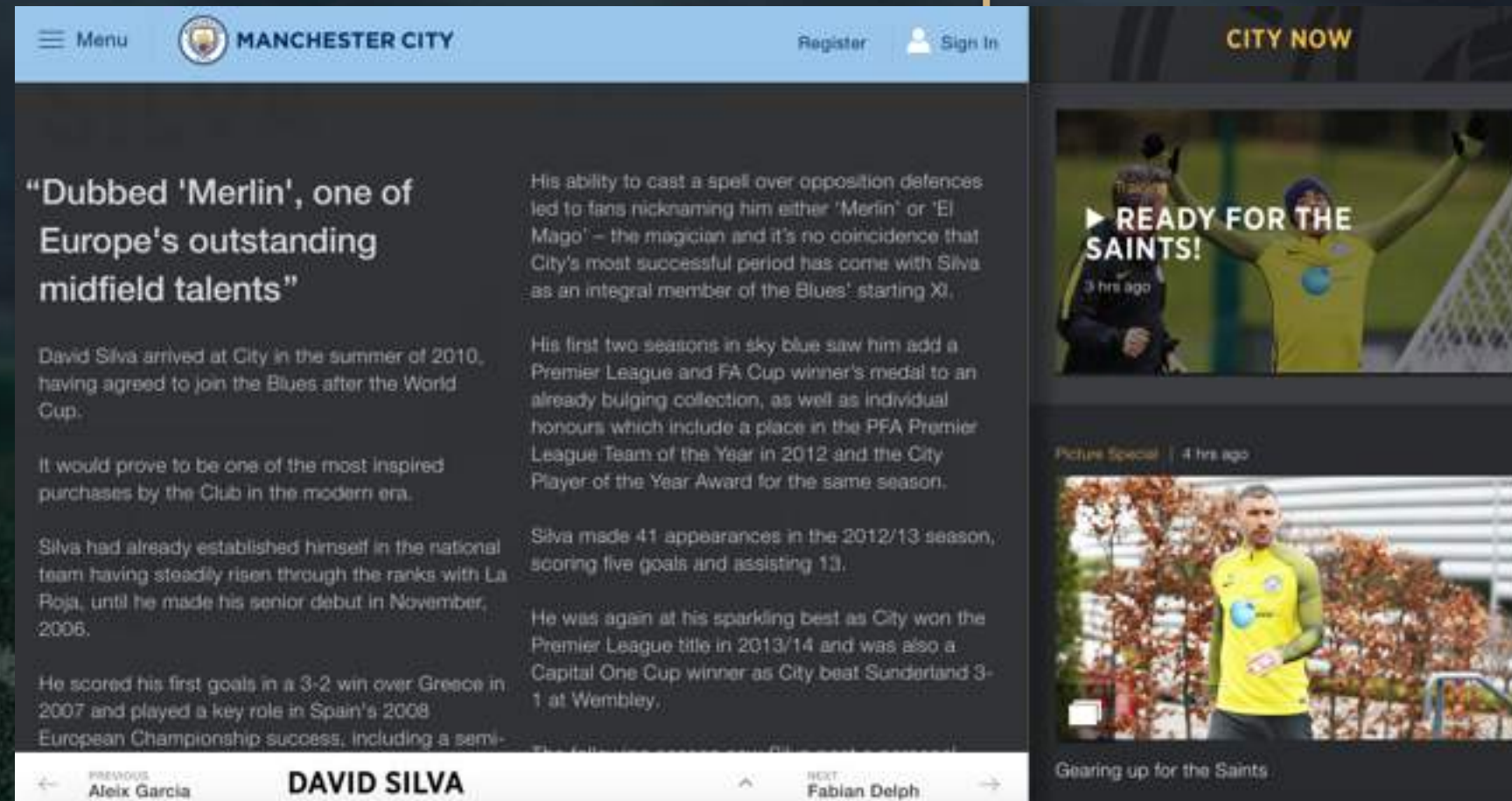


REDUCE SCROLLING - NWSL 'NEWS' PAGE IS LENGTHY WITHOUT A 'GO TO TOP' OPTION



NEW WEBSITE: RECOMMENDATIONS (BIO)

INDIVIDUAL BIOGRAPHIES FOR PLAYERS



INCLUDE PLAYER BIOS FOR ALL PLAYERS

NEW WEBSITE: RECOMMENDATIONS (PLAYER STATS)

GAME LOG

DATE	RESULT	MIN	G	A	S	SOG	FC	FS	CK	OFF	YC	RC	PKG	PKA
4/17/16	NJ 2 SEA 1	90	0	0	1	2	1	3	0	0	0	0	0	0
4/24/16	SEA 3 BOS 0	40	0	0	0	1	0	2	0	0	0	0	0	0
5/29/16	SEA 0 POR 0	90	0	0	0	0	1	0	0	1	0	0	0	0
6/12/16	HOU 0 SEA 1	90	0	0	2	3	2	1	0	0	0	0	0	0

CLUTTERED DATA (ON PLAYER STATS PAGE)

6/25/16	SEA 0 KC 0	90	0	0	0	1	0	3	0	1	0	0	0	0
7/3/16	BOS 0 SEA 2	90	0	0	0	1	1	1	0	0	0	0	0	0
7/9/16	SEA 2 WNY 3	90	0	0	1	3	2	1	0	0	0	0	0	0
7/17/16	WNY 1 SEA 1	90	0	0	2	2	3	0	0	0	1	0	0	0
7/24/16	ORL 2 SEA 5	90	1	0	0	2	0	0	0	0	0	0	0	0
7/31/16	SEA 0 POR 1	90	0	0	1	2	1	1	0	0	1	0	0	0


LOSS OF NAMING CONVENTION ON SCROLLING

STATS

YEAR	TEAM	GP	GS	MIN	G	A	S	SOG	FC	FS	CK	OFF	YC	RC	PKG	PKA
2016	SEA	16	16	1390	1	4	23	10	16	18	0	1	4	0	0	0

BETTER FORMATTING AND VISUALIZATION

NEW WEBSITE: RECOMMENDATIONS (PLAYER STATS)




Appearances	Goals	Wins	Losses
175	118	109	33

Attack	
Goals	118
Goals Per Match	0.67
Goals With Header	8
Goals With Right Foot	88
Goals With Left Foot	22
Penalties Scored	17
Goals From Freekick	0
Shots	677
Shots On Target	288
Shooting Accuracy %	43%
Hit Woodwork	17
Big Chances Missed	88

Team Play	
Assists	26
Passes	4,202
Passes Per Match	24.01
Big Chances Created	35
Crosses	134


Discipline	
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Defence	
---------	--



News Calendar LaLiga Santander LaLiga 123 Other competitions LFPWCH Accountability LaLiga (USA) Inc.

FC Barcelona




10
Lionel Andrés Messi
Messi

Minutes
2,229

Matches

Squad call ups:	27
Played:	27 100.0 %
Starter:	25 92.0 %
Substitute:	2 7.0 %
Substituted:	3 11.0 %

DEFENSIVES



61
Recoveries

Blocked shots:	41
Interceptions:	0
Recoveries:	61
Clearances:	0

Tackles

Successful:	12
Unsuccessful:	7
Last man:	0

Duels

Challenges:	178	144	55.0 %
In the air:	4	8	33.0 %

Information

Date of birth
24/06/1987

Place of birth
Rosario (Argentina)

Height
1,70 m

Weight
72 kg

Nationality
Argentinian

Shirt number
10

Position
Forward

Compare this player

Messi (FCB) x

* maximum 2 players

COMPARE

NEAT AND CRISP, ORGANIZED STATS WITH VISUALIZATIONS



NEW WEBSITE: RECOMMENDATIONS (FAN SHOP)

The screenshot shows the NWSL Shop website. At the top, there's a navigation bar with "NWSLSOCCER.COM" and "LEAGUE TEAMS" followed by various team logos. Below that, the main header features the NWSL logo and "NWSL SHOP" with the tagline "The Official Online Store of the National Women's Soccer League". A search bar is present with the text "Keyword, Sku, Item #" and a "GO" button. A phone number "1.888.432.0967" is also visible. Below the header, there's a menu with categories: "Shop By Team", "Jerseys", "Apparel", "T-Shirts", "Equipment", and "Accessories". The main content area is titled "Men's Jerseys" and shows a grid of eight different soccer jerseys with their respective prices and team names.

Jersey Description	Price
Men's Nike Seattle Reign FC 2016 Away Jersey	\$47.99 (MSRP: \$79.99)
Men's Nike Seattle Reign FC 2016 Home Jersey	\$47.99 (MSRP: \$79.99)
Men's Nike Portland Thorns FC 2016 Away Jersey	\$79.99
Men's Nike Portland Thorns FC 2016 Home Jersey	\$79.99
Men's Nike Seattle Reign FC 2016 Away Jersey (Dark Blue)	
Men's Nike Seattle Reign FC 2016 Home Jersey (Light Blue)	
Men's Nike Portland Thorns FC 2016 Away Jersey (White)	
Men's Nike Portland Thorns FC 2016 Home Jersey (Red/Black)	

The screenshot shows the product page for the "Men's Nike Seattle Reign FC 2016 Home Jersey". It features a large image of the blue jersey on a mannequin. To the right of the image, the product name is displayed, along with the current price of \$47.99 and the MSRP of \$79.99 (40% off). The product ID and style number are also listed. Below the price, there are options to select size (Small), add a custom name (for \$12.50), and add a custom number (for \$12.50). A quantity selector is set to 1. A prominent "ADD TO CART" button is located below these options. At the bottom of the page, there are social media sharing icons (Twitter, Pinterest, Facebook) and utility icons for "CUSTOM INFO", "SIZE CHART", "DELIVERY INFO", and "RETURN INFO".

DESIGN TO BE MODIFIED TO BE CONSISTENT WITH OTHER SECTIONS OF THE WEBSITE

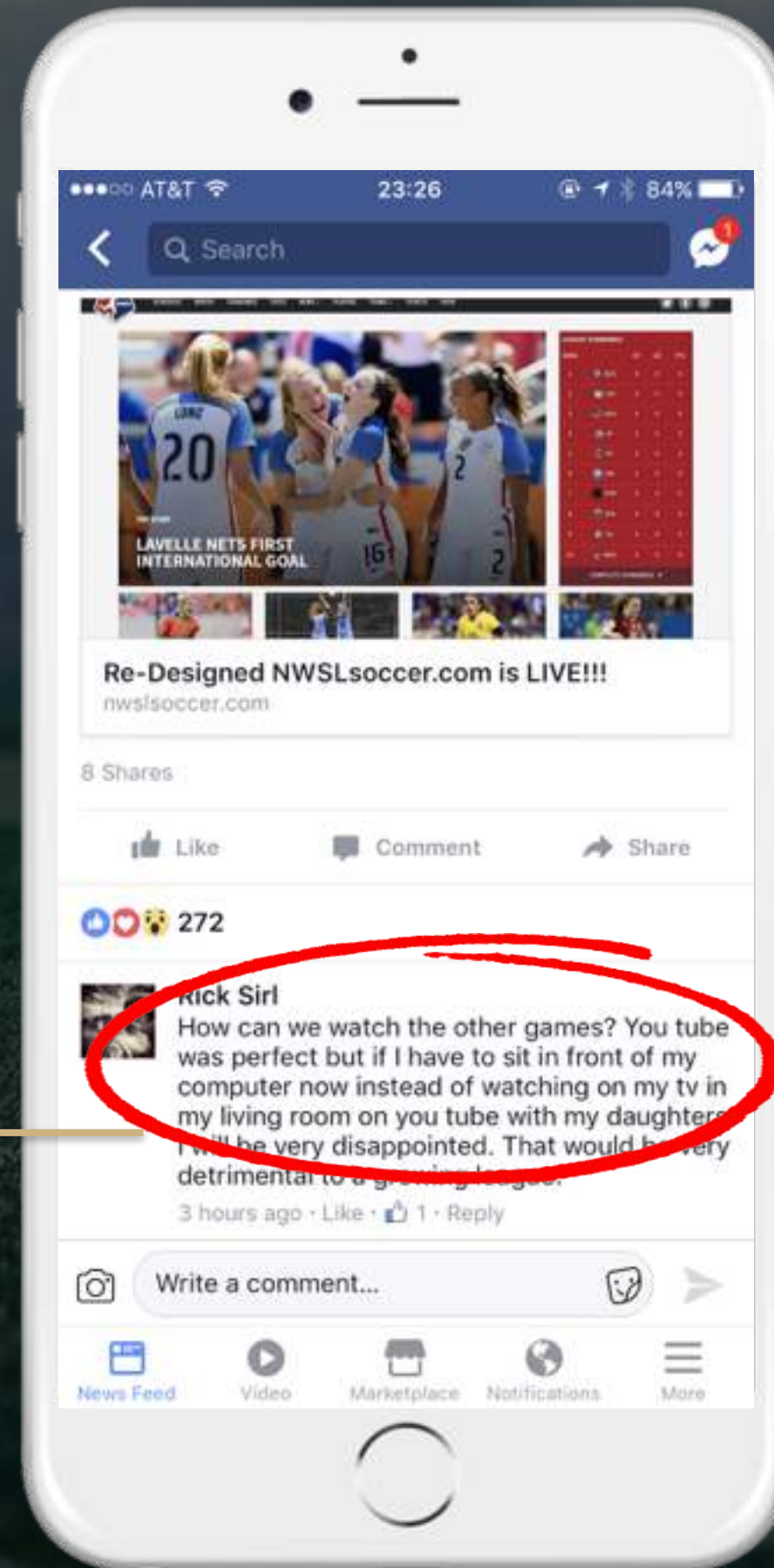


FACEBOOK: RECOMMENDATION

ADD FIXTURE CALENDAR TO NWSL FACEBOOK PAGE GIVING FANS THE OPTION OF 'SYNC'ING MATCH DATES TO THEIR PHONES

The image shows a screenshot of the Premier League Facebook page. On the left, the navigation menu includes 'Home', 'About', 'Fixtures 2016/17', 'Instagram', 'Videos', 'Photos', 'Likes', 'Events', and 'Posts'. The 'Fixtures 2016/17' option is circled in red, with an arrow pointing to the text on the left. On the right, a 'Choose your Schedule' pop-up window is displayed, featuring a grid of 20 Premier League club logos. At the bottom of this window, a red button labeled 'Sync Schedules' is circled in red. The background of the page shows a soccer match in progress.

FACEBOOK: RECOMMENDATION



ENGAGE WITH FANS
AND ANSWERS QUESTIONS

QUESTION POSTED
APRIL 10th AROUND
8 PM EST



TWITTER: RECOMMENDATION



CURRENTLY NO PROMOTION
PROMOTE GO90 THROUGH THE TWITTER CHANNEL

DOWNLOAD LINK TO THE PL APP



USER EXPERIENCE **SUMMARY**

MAINTAIN
CONSISTENCY
ACROSS ALL
PLATFORMS

LEVERAGE SOCIAL
MEDIA REAL
ESTATE TO THE
FULLEST

INDULGE IN CROSS-
PLATFORM
INTEGRATION AND
PROMOTION

DIGITAL & SOCIAL ANALYSIS



NATIONAL WOMEN'S SOCCER LEAGUE



530.5K
2016
ATTENDEES

338.6K
FOLLOWERS ACROSS
SOCIAL MEDIA

61.1K
YOUTUBE
SUBSCRIBERS



SOCIAL MEDIA ANALYSIS

ACCOUNT	FACEBOOK	TWITTER	INSTAGRAM
NWSL	170,321	95.8K	72.5K
Portland Thorns	91,223	59.3K	86.1K
Seattle Reigns	83,615	53.6k	56.3K
Boston Breakers	18,170	35.7K	30.4K
Orlando Pride	61,924	48.4K	93.2K
Washington Spirit	30,775	54.8K	47.5K
Houston Dash	39,707	38.8K	50K
NC Courage	2,931	7.8K	7.5K
FC Kansas City	54,788	46.2K	26.2K
Chicago Red Stars	27,107	39.4K	39.2K
Sky Blue FC	32,175	33.7K	28.2K



SOCIAL AND DIGITAL CAMPAIGNS



GROWTH HACKER MINDSET

TEST NEW WAYS TO SYNC
BEST PRACTICES & TRENDS



FIND THE RIGHT PEOPLE
ACQUISITION + AWARENESS



RETAIN SOCIAL CAPITAL
GO VIRAL AND STICK



LIFETIME ORIGINAL CONTENT

PRODUCTION FOR TELEVISION AND OTT (G090)



NWSL DOCUMENTARY STYLE STORYTELLING

ORIGINS OF THE LEAGUE, HISTORY AND STORY, GROWTH AND CURRENT STATUS; STORIES AROUND INTERNATIONAL PLAYERS, LIFE IN AMERICA, CHALLENGES.

OBJECTIVES:

- EDUCATING THE FANS
- DRIVE INTEREST IN PLAYERS AND THE LEAGUE
- BRAND VISIBILITY

JINGLE/TAGLINE FOR NWSL

JINGLE OR TAGLINE FOR NWSL - THE INDIAN SUPER LEAGUE (SOCCER) CREATED AN EXTREMELY CATCHY 'COME ON INDIA, LET'S FOOTBALL' JINGLE TO HELP MARKET THE PRODUCT TO AUDIENCES

MONDAY NIGHT ANALYSIS

MONDAY NIGHT SOCCER: 30-MIN SHOW (ON FACEBOOK LIVE) ROUNDING UP THE WEEK AND ANALYZING ALL THE MATCHES, STRENGTHS, WEAKNESSES AND ANALYSIS FROM EXPERTS AND FORMER PLAYERS



LIFETIME ORIGINAL CONTENT

ORIGINAL CONTENT FOR SOCIAL MEDIA

TUNNEL CAMERA

BEHIND THE SCENES FOOTAGES FROM GAME DAYS AND TRAINING

WOMEN WARRIOR

TRAINING VIDEOS FOR WOMEN: TRAIN LIKE A SOCCER PLAYER, LEARN ABOUT QUICK WORKOUTS AND TIPS

SCORING LAUGHS

END-OF-THE-SEASON COLLECTION OF FUNNY MOMENTS ON AND OFF THE PITCH

RECREATE SOCCER MOMENTS

RECREATE FAMOUS CELEBRATIONS, GOALS AND ICONIC MOMENTS FROM THE WORLD OF SOCCER

THROWBACK TO NWSL DEBUTS (#TBTNWSL)

SHORT FORM VIDEO CONTENT REFLECTING DEBUTS, INTERVIEWS OF PLAYERS RECOLLECTING THEIR FIRST GAME FOR THEIR NWSL CLUBS

'KNOW HER' CAMPAIGN

THE THINGS YOU WOULDN'T NORMALLY KNOW - FAVORITE CLUB GROWING UP, MOVIE, BAND, SOCCER PLAYER AND MORE

NOTE: EACH CATEGORY OPENS OPPORTUNITY FOR SPONSORSHIP



LIFETIME ORIGINAL CONTENT

ORIGINAL CONTENT FOR SOCIAL MEDIA

KARAOKE CHALLENGE

PLAYERS FACE-OFF AGAINST EACH OTHER IN KARAOKE COMPETITIONS AND FANS DECIDE THE WINNER

INTO THE MIND

SHORT CONTENT: HOW PLAYERS PREPARE FOR MATCHES

STRANGE SUPERSTITIONS

PLAYER CONFESSIONS - WHAT ARE SOME OF THE STRANGE SUPERSTITIONS THAT PLAYERS FOLLOW?

NOTE: EACH CATEGORY OPENS OPPORTUNITY FOR SPONSORSHIP



INFLUENCERS AND COPA 90

SHORT FORM VIDEO CONTENT: PARTNER WITH COPA 90 AND DEPLOY INFLUENCER MARKETING CAMPAIGNS

- COPA 90 IS THE WORLD'S LARGEST SOCCER MEDIA HOUSE GENERATING USER GENERATED CONTENT TO PROMOTE FANS, SOCCER CULTURE AND CREATING STORIES OUTSIDE OF THE 90 MINUTES
- FAN GENERATED AND EXCLUSIVE CONTENT TO PROMOTE THE PLAYERS AND THE LEAGUE
- UTILIZE INFLUENCER MARKETING TO POSITION THE LEAGUE AND ITS ASSETS CREATIVELY TO THE YOUNGER DEMOGRAPHIC

FREESTYLE SOCCER
PLAYERS VS NWSL
PLAYERS

LOCAL CELEBRITY OR
MLS COUNTERPARTS VS
NWSL PLAYERS

NWSL PLAYER VISITS/
CHALLENGES VS WNBA,
WTP, NBA ATHLETES



COLLECTING **FAN DATA**

SHORT FORM VIDEO CONTENT: PARTNER WITH COPA 90 AND DEPLOY INFLUENCER MARKETING CAMPAIGNS

RAFFLE: CALL TO ACTION IN STADIUM AND ON THE WEBSITE

CAPTURE DATA IN STADIUMS BY ASKING FANS TO ENTER PERSONAL DETAILS IN EXCHANGE TO ENTER A RAFFLE

TRACK MERCHANDISE SALES AND BUYER DETAILS THROUGH WEBSITE

LEVERAGE PARTNERSHIPS WITH TICKETING PLATFORMS TO CAPTURE DATA

RESTART NWSL NEWSLETTER AND SUBSCRIPTION TO BLOGS

CALL TO ACTION SUBSCRIPTION POP-UPS ON NWSL LANDING PAGE

FUTURE: NWSL FANTASY LEAGUE

CAPTURE DATA THROUGH USER SIGN-INS

LEVERAGE DATA AND TICKET INFORMATION

COLLATE INFORMATION FROM AFFILIATE TEAMS



BLOGGING AND MEDIA HOUSES

PARTNER WITH WOMEN CENTRIC MEDIA PUBLICATIONS AND JOURNALISTS

EXCELLE SPORTS

EXCELLE SPORTS: PLATFORM COVERING WOMEN SPORTS ACROSS THE GLOBE

Broadly.

A (VICE SUB-VERTICAL) DIGITAL AND VIDEO CHANNEL DEVOTED TO WOMEN'S EXPERIENCES

MAKERS

LARGEST STORYTELLING PLATFORM FOCUSED AROUND WOMEN POWERED BY AOL

BUSTLE

ALL WOMEN RUN MEDIA HOUSE COVERING CULTURE, LIFESTYLE AND ENTERTAINMENT

JEZEBEL

PLATFORM FOR CELEBRITY AND FASHION FOR WOMEN

IN-HOUSE MEDIA

- AN NWSL + LIFETIME SUB-VERTICAL
 - ORIGINAL BLOGS AND LIVE BLOGS
 - GUESTS BLOGS BY PLAYERS AND COACHES
- (SEE EXAMPLE IN THE NEXT SLIDE)

CREATIVES: LIVE BLOG



MATCHDAY

LIVE BLOG

nwslsoccer.com



RIVALRIES AND FACE-OFFS

BUILD CAMPAIGNS AROUND HIGH PROFILE FIXTURES

DERBY FIXTURES

CREATE EXCITING MARKETING CAMPAIGNS AROUND SELECT FIXTURES eg: WEST COAST CLASSIC / WEST COAST DERBY (PORTLAND VS SEATTLE)

OBJECTIVES:

- CREATING SOCIAL BUZZ
- DRIVE TICKET SALES TO STADIUM
- INCREASE VIEWER COUNT ON LIFETIME
- BUILD ANTICIPATION

SOCIAL BUZZ

GENERATE SOCIAL BUZZ: PUSH CONTENT AND MARKETING COLLATERAL THROUGH SOCIAL MEDIA, WEEK BEFORE THE GAME
(SEE EXAMPLE IN THE NEXT SLIDE)

SOCIAL BUZZ

30-SECOND TRAILER (CONSISTING OF CLIPS FROM PREVIOUS FIXTURES, GOALS, FIGHTS etc.) DISTRIBUTED ACROSS ALL MEDIA CHANNELS A WEEK BEFORE THE GAME

**THE WEST COAST
DERBY**

**SATURDAY MAY 6th
10 PM EDT**

**SEATTLE
REIGN FC**

VS

**PORTLAND
THORNS**

MEMORIAL STADIUM



HIGH FIVE FAN EXPERIENCE + BALL SIGNING

ENCOURAGE 'GIRLS' PARTICIPATION: "LIFETIME" EXPERIENCE

HIGH-FIVE EXPERIENCE

BRANDING - ONCE IN A "LIFETIME" EXPERIENCE TO HIGH-FIVE FANS ON THEIR WAY OUT OF THE TUNNEL FOR PRACTICE/WARM-U

OPPORTUNITY TO PROMOTE 'LIFETIME' THROUGH NWSL PLATFORM

OBJECTIVES:

- INCREASE YOUTH SOCCER CLUBS PARTICIPATION
- SHORT 'VIRAL' CONTENT FOR TELEVISION AND SOCIAL
- BUILD RELATIONSHIPS WITH YOUNGER FANS

NIKE MATCH BALL SIGNING

ONE FAN RECEIVES A SIGNED SOCCER BALL FROM THE CAPTAIN OF THE HOME TEAM IN THE STADIUM

SIGN UP ONLINE ON NWSL WEBSITE TO ENTER THE LOTTERY (OPPORTUNITY TO CAPTURE DATA)

THEME BASED CAMPAIGNS

IDENTIFY 5 THEMES AROUND THE NWSL SEASON TO RUN TARGETED CAMPAIGNS, FOR INSTANCE:

HISPANIC HERITAGE DAY

ACTIVATIONS ON SOCIAL
MEDIA AND STADIUMS
CELEBRATING HISPANIC
HERITAGE

#HHDNWSL

ENVIRONMENT DAY

PLAYERS WEAR GREEN ARM BANDS
TO SHOW THEIR SUPPORT AND
RAISE AWARENESS ON
ENVIRONMENTAL ISSUES

#GREENNWSL

NWSL FAMILY DAY

A FAMILY WEEKEND OUTING
TO THE MATCH ON/
BETWEEN MOTHER'S DAY
AND FATHER'S DAY

#NWSLFAMILYDAY

OBJECTIVES:

- CELEBRATE DIVERSITY AND CULTURE (BRANDING)
- ENCOURAGE MORE IN-STADIUM PARTICIPATION
- ENGAGE WITH NON-PROFITS AND NGOs
- GENERATE SOCIAL MEDIA BUZZ

TWITTER THURSDAY, FACEBOOK FRIDAY

TWITTER

TWITTER TAKEOVERS

PLAYERS AND COACHES TAKE OVER TO ENGAGE WITH FANS AND ANSWER QUESTION
#TTNWSL

PLAYERS TURN COMMENTATORS

PLAYERS TAKE TURNS TO COMMENTATE ON THEIR OWN GOALS AND TEAMS
#NWSLTALKS

FACEBOOK

THE FRIDAY CHALLENGE

ENGAGE PLAYERS IN SOCIALLY RELEVANT CHALLENGES: BOTTLEFLIP, BLINDFOLD PENALTY KICK, 20-SPIN-AND-KICK
#TFC

DO YOU KNOW?

VIDEO CONTENT: QUIZ PLAYERS ON THEIR KNOWLEDGE ABOUT NWSL, FORMER PLAYERS, COLLEAGUES
#KNOWNWSL

TASTE OF AMERICA

GET 1 INTERNATIONAL PLAYER EVERY FRIDAY TO TRY 'SOMETHING AMERICAN', Eg: FOOD TASTING, BULL-RIDING
#TRYAMERICA



LISTENING TOOLS

INTEGRATE SOCIAL LISTENING TOOLS WITH EXISTING MEDIA PLATFORMS

- TOOLS SUCH AS CRITICAL MENTION GIVE YOU A DAILY INSIGHT INTO HOW MANY TIMES NWSL AND IT'S RELATED KEYWORDS FEATURED ACROSS TELEVISION CHANNELS
- LEVERAGE SOCIAL AND OTHER DATA POINTS FOR MARKETING, ACTIVATIONS AND TARGETED CAMPAIGNS

BRAND24

 critical
mention

COMMUNITY OUTREACH AND PR

2-MINUTE VIDEOS ON NWSL SOCCER INITIATIVES

- 'TACKLING A SOCIAL ISSUE': HOW NWSL LEVERAGES ITS ASSETS, PERSONNEL AND PLATFORMS TO ADDRESS SOCIAL ISSUES
- ROLLING CSR CAMPAIGN: RUN WITH ONE CAMPAIGN FOR THE ENTIRE SEASON AND GENERATE AWARENESS. Eg: PLAY VISITS, BRING ONE CHILD TO THE STADIUM AND GIVE THEM A TOUR.

PUBLIC RELATIONS AND PLAYER APPEARANCES

- PLAYER APPEARANCES AND GUESTS LECTURES: IDENTIFY AND ENGAGE WITH TOP SPORTS MANAGEMENT PROGRAMS ACROSS THE COUNTRY
 - PANELISTS: SECURE POSITIONS FOR CURRENT AND FORMER NWSL SOCCER PLAYERS ACROSS SPORTS BUSINESS PANELS eg: SxSW, NYVC, MIT SLOAN SPORTS ANALYTICS CONFERENCE etc.
 - IDENTIFY 1/2 CURRENT OR FORMER PLAYERS TO BE THE FACE OF THE LEAGUE
- >

OBJECTIVE

- VISIBILITY
- BRAND AWARENESS
- LEAGUE WIDE OPPORTUNITIES
- PLAYER SPONSORSHIPS



eSPORTS

SIGN A PLAYER TO REPRESENT THE LEAGUE ACROSS COMPETITIONS

- LEVERAGE eSPORTS BANDWAGON TO CREATE FURTHER 'BRAND AWARENESS AND VISIBILITY'
- SIGN A FIFA PLAYER (PREFERABLY A GIRL) TO REPRESENT THE LEAGUE ACROSS THE UNITED STATES IN FIFA TOURNAMENTS
- MASSIVE OPPORTUNITY TO SELL SPONSORSHIP ON THE PLAYER'S JERSEY
- USE THE PLAYER TO ACTIVATE FOR SPONSORS DURING eSPORTS TOURNAMENTS
- EXCLUSIVE eSPORTS CAMPAIGN ON THE PLAYER (PROFILE, STYLE, EXPERIENCE FROM TOURNAMENTS)
- eSPORTS PLAYER vs NWSL PLAYERS ACROSS THE LEAGUE (GREAT SOCIAL MEDIA CONTENT!)
- AN OPPORTUNITY TO GO TO HEAD WITH SOME OF THE BIG CLUBS IN AMERICA WITH eSPORTS PLAYERS eg: NYCFC, BARCELONA US, BAYERN MUNICH US, etc.

OBJECTIVE

- BRAND AWARENESS
- ATTRACT SPONSORS
- PR AND VISIBILITY

SPONSORSHIP: DIGITAL ASSETS

GOAL
OF THE WEEK/MONTH/YEAR

SAVE
OF THE WEEK/MONTH/YEAR

PLAYER
WEEK/MONTH/YEAR



SPONSORSHIP OPPORTUNITIES

***SPONSOR* PRESENTS**

PLAYER OF THE WEEK

PLAYER OF THE MONTH

PLAYER OF THE YEAR

1+1 SPONSORS

**PROVIDE ACCESS
TO DIGITAL
INVENTORY**

***SPONSOR* PRESENTS**

GOAL OF THE WEEK

GOAL OF THE MONTH

GOAL OF THE YEAR

1+1 SPONSORS

**ENGAGE FANS ON
SOCIAL MEDIA
THROUGH POLLS**

POLL FANS ACROSS SOCIAL MEDIA CHANNELS, AND COLLATE DATA FROM INDIVIDUAL TEAMS TO DECIDE THE WINNER





SPONSOR

PLAYER OF THE MONTH

#*SPONOR*POTM

JASMYNE

SPENCER

APRIL 2017



SPONSOR
#*SPONSOR*GOTW



nwslsoccer.com
#NSWL

GOAL

of the

WEEK

LIFETIME





SPONSOR

2017 GOAL OF THE YEAR

#*NAMEOFTHESPONSOR*GOTW



REIMAGINING **CONTENT** STRATEGY

INFORMATIVE

KEEP FANS UPDATED

FUN

KEEP IT LIGHT

SHAREABLE

VIRAL FACTOR



SOCIAL MEDIA CONTENT STRATEGY: **PRE-GAME**

HEAD-TO-HEAD
STATS & RECORDS

YOUR REFEREES
FOR THE GAMES

PLAYER STATS &
LANDMARKS

MANAGERIAL
STATS

TEAM NEWS &
REPORT

THROWBACK
POSTS

BIRTHDAY &
TRIBUTES

WARM-UP &
PRACTICE PHOTOS

PHOTOS OF FANS
FROM STADIUM

BITESIZE VIDEO
CONTENT (TRAILER)

RETWEET RELEVANT
ACCOUNTS

PROMOTE
SPONSORS

**GOAL: NOT TO SIMPLY 'RETWEET' NWSL TEAM ACCOUNTS, BUT PROVIDE OWN CONTENT
(THANKS TO OPTA, THIS SEEMS MUCH EASIER TO DO)**

SOCIAL MEDIA CONTENT STRATEGY: DURING-GAME

TWEET LIVE
MATCH UPDATES

RETWEET ANALYSTS, TEAM
ACCOUNTS & FORMER PLAYERS

HALF-TIME SCORES
& STATS



SOCIAL MEDIA CONTENT STRATEGY: POST-GAME + WEEKLY

SUMMARY OF THE MATCH

PLAYER/MANAGER INTERVIEWS

PICTURES FROM THE MATCH

TOP-3 PLAYS OF THE FIXTURE

POST-GAME ANALYSIS

LEADERBOARDS ACROSS NWSL

GOALS ACROSS ALL GAMES

TOP-3 PLAYS OF THE WEEK

NOMINATIONS FOR WEEKLY AWARDS

POLL FANS FOR WEEKLY AWARDS - PLAYER / GOAL / SAVE OF THE WEEK

POLL FANS FOR WEEKLY AWARDS - PLAYER / GOAL / SAVE OF THE MONTH

SOCIAL MEDIA CONTENT STRATEGY: **NON-MATCH DAYS**

PLAYER STATS &
RECORDS

(RE)TWEET TEAM
PHOTOS

PLAYER STATS OR
LANDMARKS

MANAGERIAL
STATS

TEAM NEWS AND
REPORT

ORGANIC GROWTH
AND SEO

BIRTHDAY AND
TRIBUTES

WARM-UP AND
TRAINING PHOTOS

CELEBRATE OTHER
WOMEN ATHLETES

THINGS TO CONSIDER

TEAM SPECIFIC HASHTAGS
eg: #YESWEKAN (FC
KANSAS CITY)

EVERY POST ON SOCIAL
MEDIA TO INCORPORATE
'#NSWL'

MAINTAIN CONSISTENCY
ACROSS ALL
SOCIAL PLATFORMS

LAUNCH NWSL SNAPCHAT
ACCOUNT

INCORPORATE FIXTURE
HASHTAGS
eg: #SKYBOS, #PORORL

LEVERAGE INFLUENCERS
AND MINI
-CELEBRITIES

UTILIZE ALL AVAILABLE
REAL ESTATE ON SOCIAL
MEDIA PLATFORMS

SOCIAL VOCABULARY:
GIFs, EMOJIS, BITMOJIS

POSSIBLE HASHTAGS AND CREATIVES



#LETITREIGN



#OURPRIDE



#GOTHORNSGO



#YESWEKAN



#KEEPROARING



#REACHFORTHESKY



#ONETEXAS



#BREAKTHEMDOWN



#THESQAUD

LAUNCH NWSL SNAPCHAT ACCOUNT



SNAPCHAT

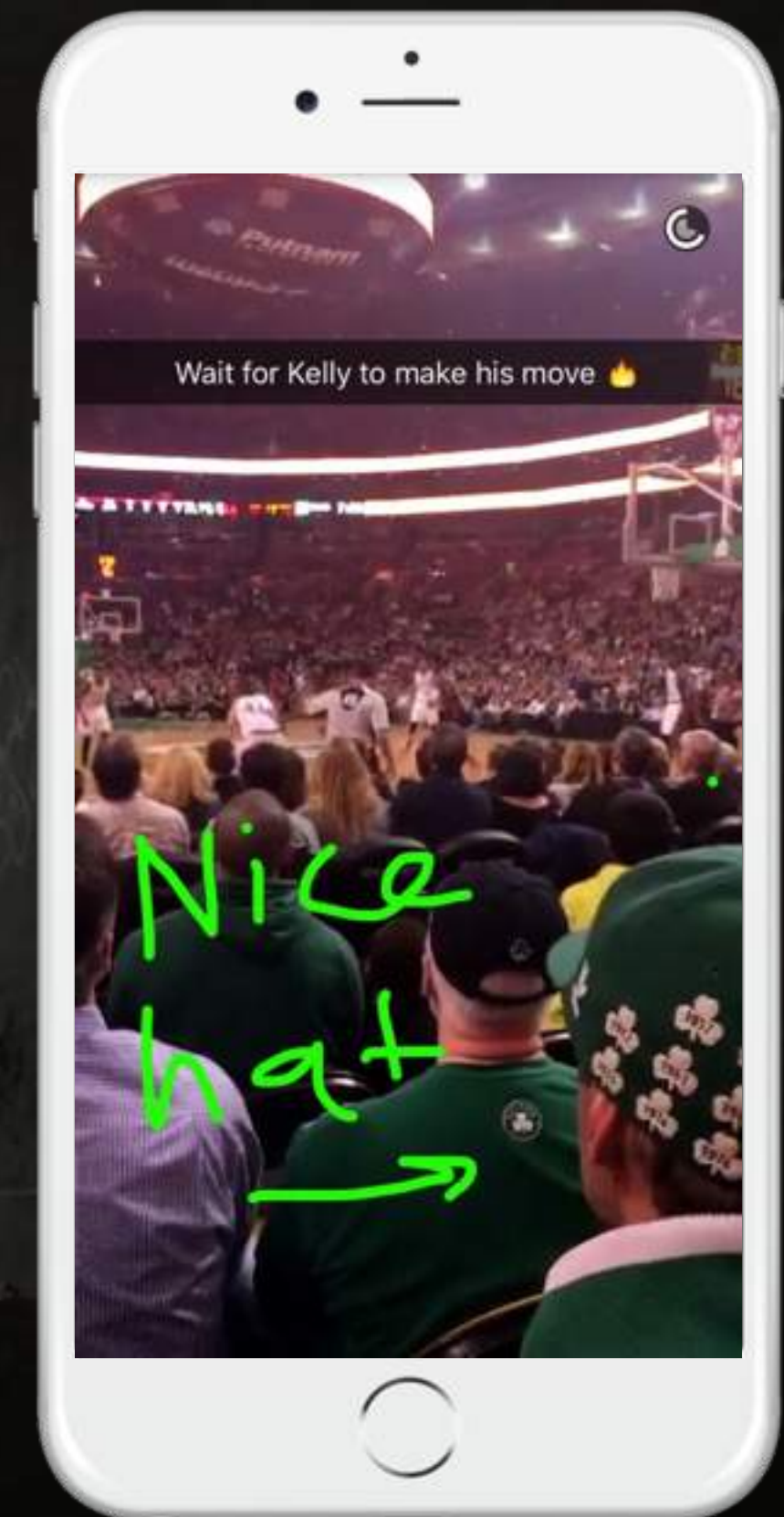


NEW EYES



SNAPCHAT - CATCH ME IF YOU CAN

- GET MORE THAN JUST BEHIND THE SCENES WITH 'CATCH ME IF YOU CAN' SNAPCHAT CAMPAIGN
- BOOST CAMPAIGN OUT THROUGH TWITTER, FACEBOOK AND INSTAGRAM
- ENCOURAGING FANS TO FIND THE CAMERA IN THE STADIUM
- GAMIFY THE SNAPCHAT CAMPAIGN
- POSSIBLE SPONSORSHIP OPPORTUNITY!



REIMAGINING SOCIAL CONTENT LAYOUT
AND DESIGN



FACEBOOK

BUILD UP TO THE MATCHES



LAYOUT AND DESIGN

HALF-TIME UPDATE POST



FULL-TIME TWITTER/FACEBOOK POST



PRE-MATCH / POST-MATCH STATS



PLAYER COMMENTS AND QUOTES



FULL-TIME

PORTLAND

HEATH (21,77)

2

ORLANDO

WEATHERHOLT (4)

1



POST MATCH REACTION AT PORTLANDTHORNSFC.COM





**WEAR YOUR COLORS
WITH PRIDE**





GAMEWEEK 1

**SATURDAY, APRIL 15
3 PM ET**

#PORORL

**PORTLAND
THORNS** **VS**

**ORLANDO
PRIDE**

LIVE ON

LIFETIME





JESSICA FLISHLOCK



SEATTLE REIGNS FC

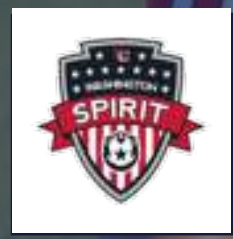
**“ I’M BACK TO FULL FITNESS AND
CANNOT WAIT TO GET ON
THE PITCH ”**

#NWSL



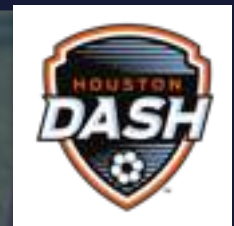


#NWSL



WASHINGTON SPIRIT

0



HOUSTON DASH

0



HALF-TIME AT
MARYLAND
SOCCERPLEX
#WASHHOU



METRICS AND MONETIZATION



SUCCESS AND METRICS

GOAL

STREAMLINE MARKETING EFFORTS WITH GROWTH HACKER STRATEGY

HOW

LOW BUDGET SOCIAL MEDIA FOCUS WITH MINIMAL TV/STREAMING BANNER ADS

UTILIZATION OF ALL LEAGUE ASSETS TO ACQUIRE, RETAIN AND ENGAGE FANS IN-STADIUM AND DIGITALLY

SOURCE MARKETING DATA TO ELIMINATE LONG TAIL OF WASTE

SUCCESS

MINIMAL COST GROWTH WITH SUFFICIENT DATA TO DETERMINE EFFECTIVE MARKETING PRACTICES



INCREASE SPONSORSHIP
APPEAL
CURRENT & FUTURE PARTNERS

ATTRACT NEW TALENT
AND FANS FROM
ACROSS THE GLOBE
SOCIAL & DIGITAL

DRIVE MORE
REVENUE UPON
RENEWALS
2017 ONWARDS





AKASH BHAT

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