



Online Multichannel Strategies for Sports Brands

7- minute practical guide



What Is Multichannel Marketing?

Multichannel marketing targets customers in the right place at the right time using two or more channels.

Consumers today hardly ever use a single channel in the journey to conversion. They may be in discovery mode on Instagram, then use search to learn more about a product, and finally be reminded to purchase via email.

To successfully target a brand's audience or fans, it is ultimately down to finding the best platform mix that grabs their attention.

This whitepaper provides key learnings we've made for our sports clients, focusing on online channels.



London and Madrid Offices with Global Reach

Find out how we can help you.

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Drive Growth At Scale

Whether you already work at a global level or are looking to expand internationally, we can help you find new markets, gain new customers, and expand your reach.

Fusing data science and proprietary AI with a team of international, multilingual digital marketing experts allows us to uncover established and emerging cultural insights. These insights can help you build relevance at a global scale and maximise your marketing return on investment.

Just a few of our clients in the sports industry



What To Expect

We outline eight of the primary marketing channels users typically use online and link the channel most likely to generate success to each of the 4 key multichannel strategies for sports brands looking to...

1. Sell event tickets
2. Generate fan loyalty
3. Boost event viewership
4. Grow kit and merchandise sales

Disclaimer

Our recommendations are based on 15-years of experience creating successful sports campaigns. With that being said, every client is different, and we can not guarantee that these same practices will work for every brand. Picking the best formats for your campaign depend heavily on where your target audience are based and how they like to be reached.



8 Key Channels



Used for awareness and engagement in the early stages of a campaign, as well as lead generation and sales further down the line.



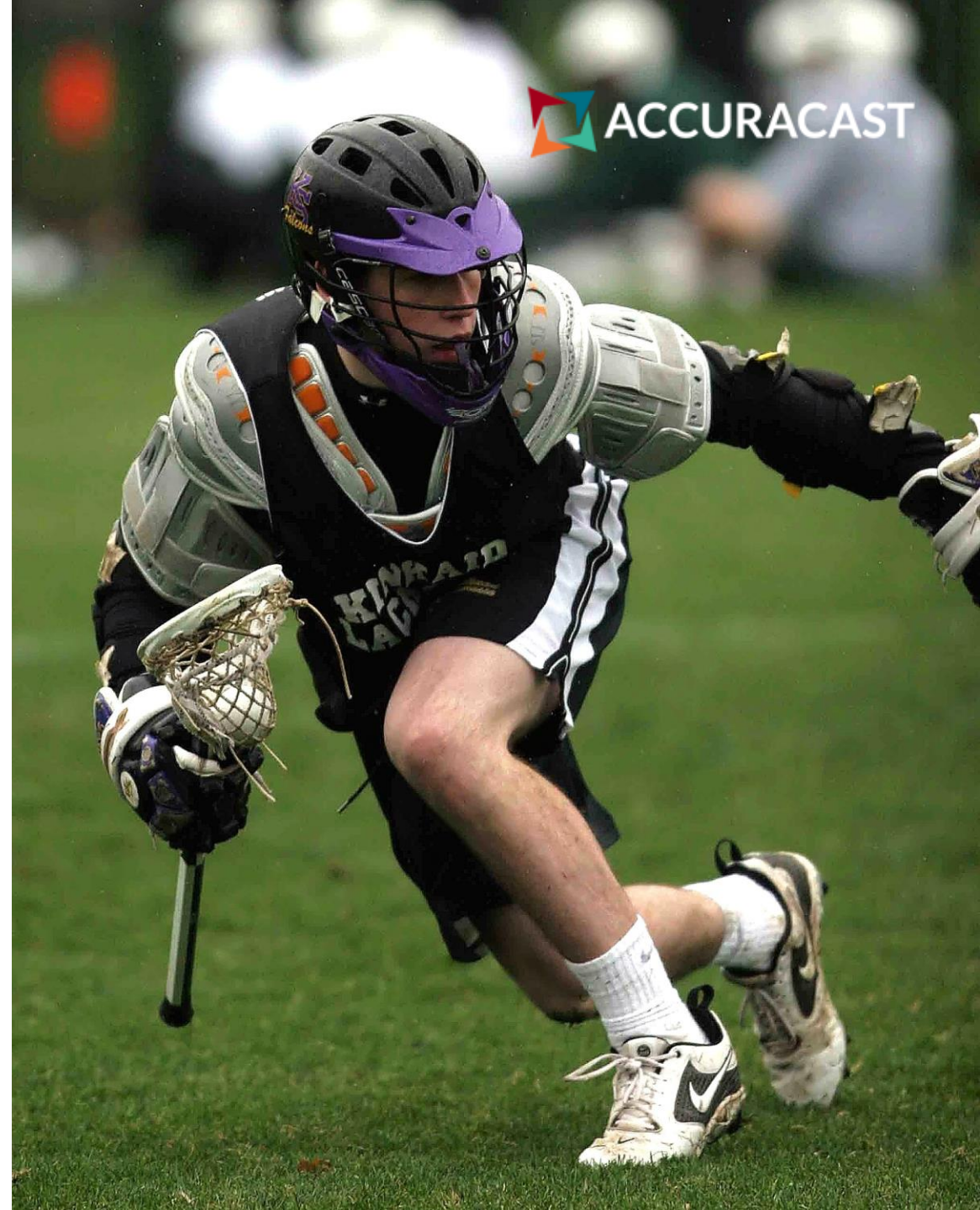
Similar to Facebook. Although it generally has a younger audience, it is still geared towards discovery, engagement and sales.



Used at the mid stages of a campaign, when there's a conversation to be had. Unless your audience lives on here.



Used in the early stages of a campaign to generate awareness, unless promoting an event, then use throughout to keep people interested.





Google Search & Google Shopping are ideally suited to service existing demand, so should be used in the latter stages of a campaign.



Email marketing is best used for direct response and re-engagement, as you already have your target's details.



Programmatic can be used throughout a campaign but requires a larger budget in comparison to other methods.



Google Display is primarily for raising awareness and driving consideration and can be considered a smaller scale alternative to programmatic.



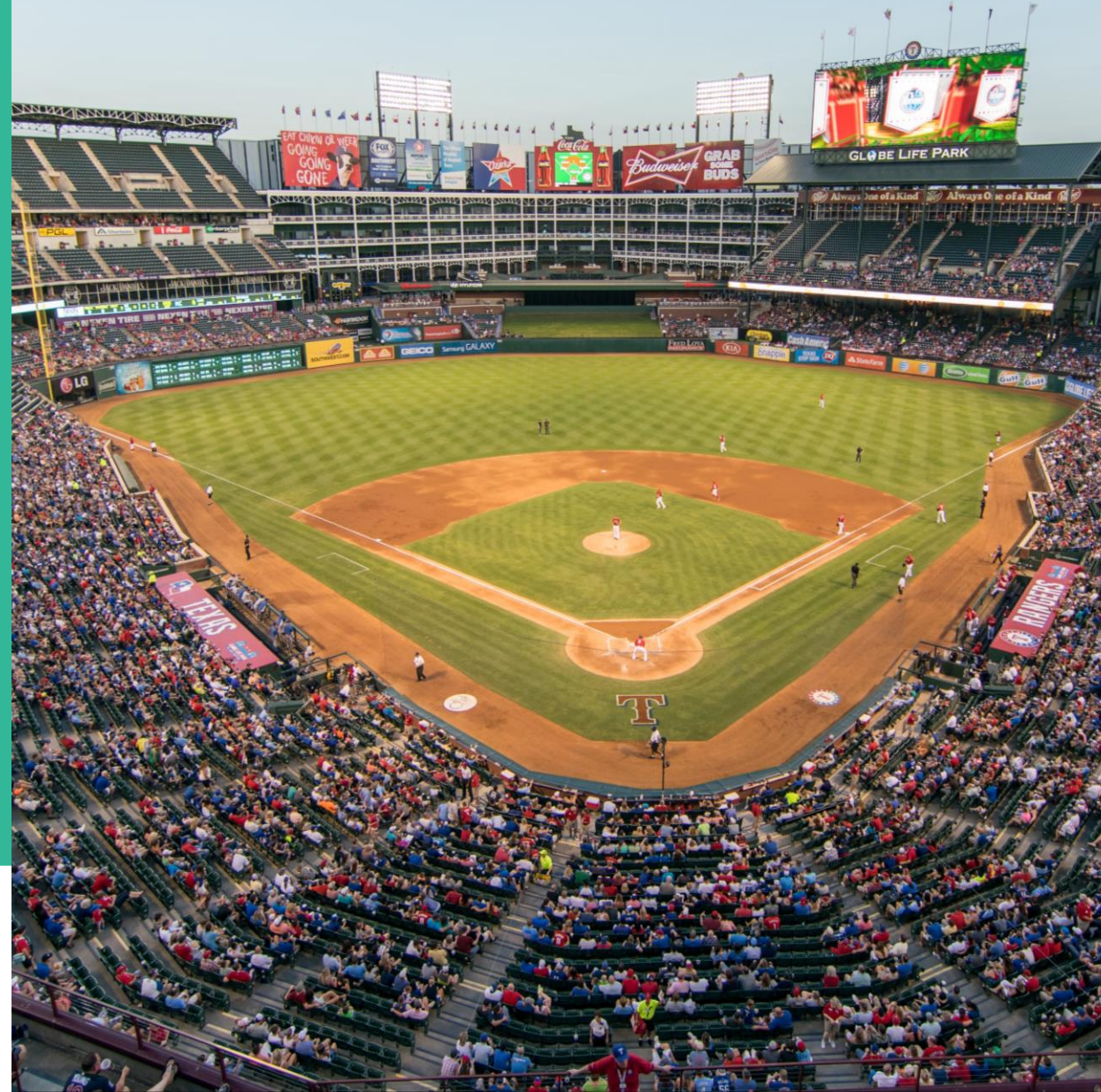
Objective 1 - Event Ticket Sales

If you're an established sports promoter, getting people through the ticket halls may seem easy. But could you be spending your budget more effectively – in the right places at the right time?

We recommend a timely three-stage approach to make your budget work harder:

1. Raising awareness
2. Driving consideration
3. Meeting demand

Learn how to achieve this objective and which channels to use at each stage.



Event Ticket Sales - Awareness

Aim: Spread the word! Every potential fan should hear about your upcoming event prior to ticket release.

Channels used: Facebook, Instagram, YouTube, Programmatic

Ad format: Video

Actions to take: Set your campaign objective on Facebook/ Instagram to optimise for post engagement and video views.

Release exciting video content regularly to build hype around the event, and get people talking. On YouTube, use TrueView pre-roll video ads to ensure maximum awareness.

If budget permits, consider adding Display or Programmatic into the mix.



Event Ticket Sales - Consideration

Aim: Generate new leads. Focus on acquiring email addresses so you can contact these individuals when the tickets go on sale.

Channels used: Facebook, Instagram, Twitter

Ad formats: Image, video, carousel, website card

Actions to take: Use the Lead Generation or Website Conversions objective on Facebook/Instagram and Twitter.

Direct people to a form or landing page telling users to sign up to receive an exclusive access code once the tickets are on sale.



Event Ticket Sales – Meet Demand

Aim: Tickets are now on sale – drive to purchase.

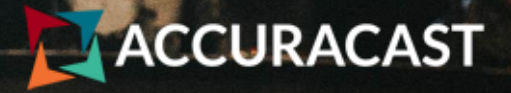
Channels used: Facebook, Instagram, Google Search, Email

Ad formats: Email, video, image, text

Actions to take: Email those who registered their interest in the event to let them know tickets are on sale. Direct people to the ticketing site with an access or discount code.

Use Google Search to target users searching for the event, using keywords related to the event - like brand terms, competing teams and specific player names.

Use Facebook/Instagram to target fans who may not have registered their interest but might still want to attend.





Objective 2 - Fan Loyalty

Are your fans true, hardcore fans? Would they continue to engage and purchase no matter what?

This campaign aims to boost engagement and loyalty via a fan competition, which has 3 stages:

1. Raising awareness
2. Getting responses
3. Announcing winners

Learn what the key channels are to achieve this aim.





Fan Loyalty – Raise Awareness

Aim: Generate excitement and discussion amongst your fan base for a one-off special campaign.

Channels used: Facebook, Instagram, Twitter

Ad format: Video

Actions to take: Decide on a competition to promote engagement amongst your fans - it could be anything from a "fan story" campaign to a trivia quiz.

Promote the competition on social networks that your fans use most frequently, targeting mainly custom audiences. Build awareness of the competition and the prize with a series of videos.





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Fan Loyalty – Get Responses

Aim: Drive your audience to a landing page where they can enter the competition.

Channels used: Facebook, Instagram, Twitter

Ad formats: Video, image

Actions to take: Target custom audiences (i.e. people who have engaged with your social channels, or a GDPR-compliant email list from your database).

Also remarket to those who watched at least 25% of the video in Stage 1.





Fan Loyalty – Announce Winner(s)

Aim: Announce the winner(s) of the competition and create a conversation.

Channels used: Facebook, Instagram, Twitter

Ad formats: Video, image

Actions to take: Target those who entered the competition, as well as your custom audiences, with social posts optimised for engagement. By congratulating the winners and celebrating their stories, you create a sense of community.

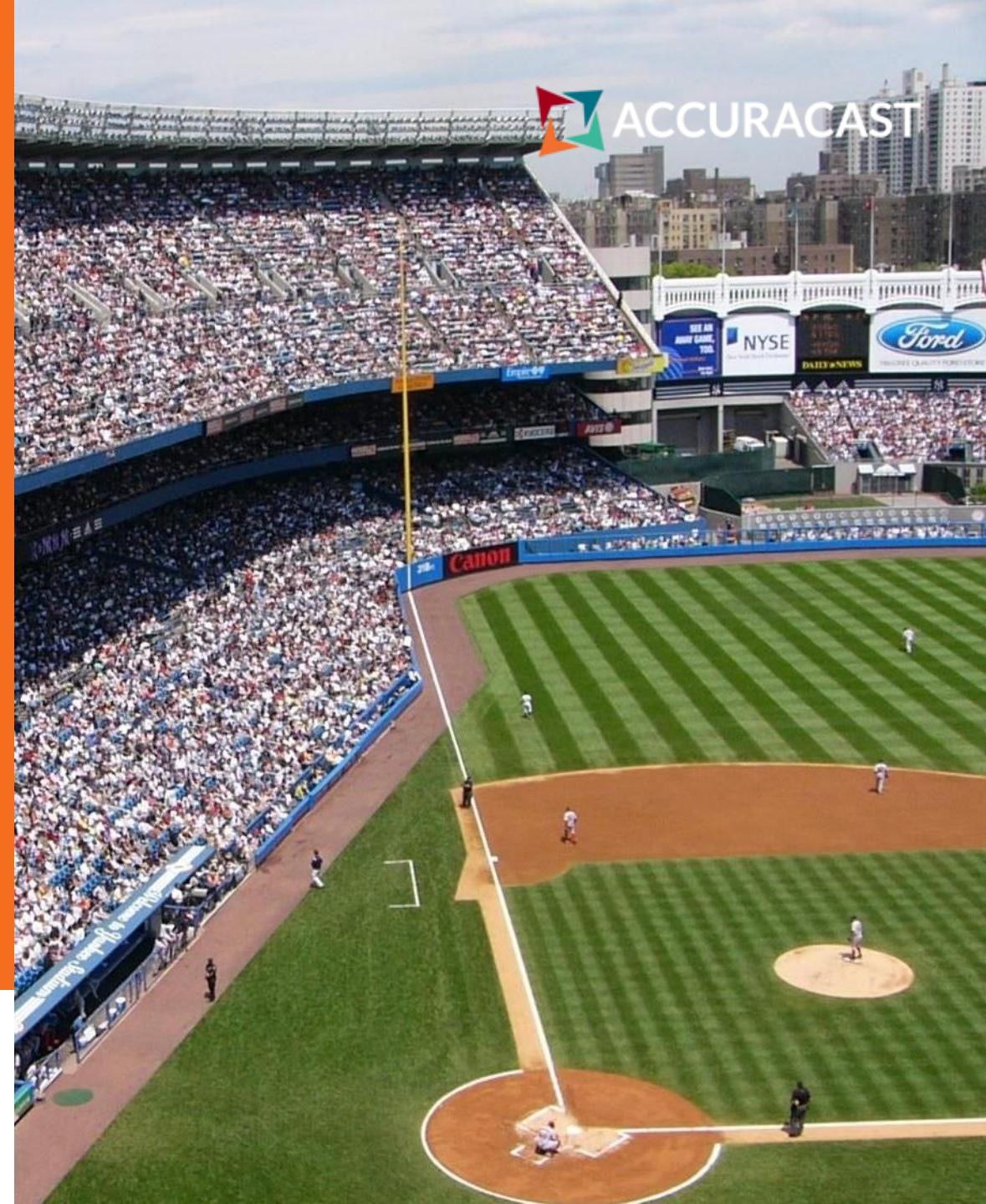


Objective 3 – Event Viewership

Encouraging more viewers to tune in and watch the sporting event on TV or online is a key objective for any major sports league or club. This can be achieved most effectively by:

1. Raising awareness
2. Building hype
3. Reminding people to tune in

The best channels to use may be different for your specific event and channel, but understand the basics here.



Event Viewership – Raise Awareness

Aim: Increase awareness and engagement during the lead-up to your sports event.

Channels used: Facebook, Instagram, Twitter, Display and/or Programmatic

Ad formats: Video, image, Facebook Live

Actions to take: Ideally use live video paired with the engagement objective on Facebook/Instagram or Twitter to generate discussion and views ahead of the event.

Programmatic is more suited for larger events with bigger budgets. Whereas Display is more suited for events with a limited budget.



Event Viewership - Build Hype

Aim: Create a buzz online in the week leading up to the event – you want to keep people talking about it.

Channels used: Facebook, Instagram, Twitter

Ad formats: Video (landscape and vertical), image

Actions to take: Use Facebook/Instagram post engagement objective to build up excitement leading up to the event with a series of videos. Consider releasing behind-the-scenes footage during the week prior to the event (including contestant arrivals, interviews, historical spotlights, etc.).

Produce bespoke video content for the Facebook and Instagram Story placements as well.



Event Viewership – Remind To Tune In

Aim: Get people to the right channel at the right time.

Channels used: Facebook, Instagram, Twitter

Ad formats: Video, image

Actions to take: The day before the event, use Facebook/Instagram to boost the most successful content (the post that received the most engagement in Stage 2) to remind people to tune in. You should also use custom audiences to target the people who engaged with the previous posts.

Twitter should be used for larger sporting events in this step (where the event itself may be trending).





Objective 4 – Sell Sports Kit

Whether you're a sports teams releasing your latest 1st, 2nd and 3rd kit at the start of a season, or a retailer selling sports kit all year round, it's always a great time to start boosting sales.

The aim here is to increase merchandise sales by:

1. Raising awareness
2. Launching the kit
3. Remarketing & upselling





Sell Sports Kit – Raise Awareness

Aim: Preview the new team sports kit and generate engagement.

Channels used: Facebook, Instagram, Twitter

Ad formats: Video, image

Actions to take: Use Facebook, Instagram and Twitter to build excitement for the new kit, with a series of videos previewing the kit, optimised for post engagement.





Sell Sports Kit – Launch The Kit

Aim: Drive your audience to the relevant product page.

Channels used: Facebook, Instagram, Google Search, Google Shopping

Ad formats: Video, image

Actions to take: Use Facebook and Instagram to drive people directly to the product buying page. Use custom audiences to target fans who engaged with previous posts, and Audience Interests to target users who are likely to be fans of your particular team or sport.

Create Google Search & Shopping campaigns. This allows you to capture individuals searching for the new products.

Use remarketing to target viewers who viewed at least 25% of the first video.





Sell Sports Kit – Retarget & Upsell

Aim: Generate sales from individuals who have historically bought merchandise or previously abandoned their shopping cart.

Channels used: Facebook, Instagram, Email, Google Display

Ad formats: Video, image

Actions to take: Create a Product Catalogue campaign on Facebook/Instagram to reach anyone who abandoned their shopping cart previously.

Similarly, create a Dynamic Remarketing Display campaign on Google to showcase other relevant & bestselling products.

You should also upsell products in the checkout process on your website and in the sale confirmation email.



How can we help?

Engage audiences, sell more tickets and merchandise, promote original content, and identify new ways to reach fans with our sports digital marketing services.

Building on our core values of creativity, innovation, and data intelligence, combined with our extensive experience in the industry, we deliver record-breaking search, display, video, and social media marketing campaigns for some of the biggest sports brands across the world.

We'd love to discuss your challenges and aspirations... so get in touch for a friendly chat with one of our experts!

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