

How to raise awareness of your club via new tactics, and attract new players

Dr. Michael Goldman



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TIME

“It’s definitely taken over everything,” says Magali Sanchez, a legal records clerk from San Diego whose daughter Melanie Barcenas, 9, and son Xzavier Barcenas, 8, play travel soccer. To help pay for their fees, Sanchez’s husband Carlos, a gas-station attendant, will spend 12 hours on a Saturday carting supplies at tournaments. Practice and tournaments overtake nights and weekends like kudzu—Sanchez says they often have to skip family weddings and kids’ birthday parties. “This sports lifestyle is crazy,” she says. “But they’re your kids. You do anything for them.”

\$15 bn



<http://time.com/4913687/how-kids-sports-became-15-billion-industry/>



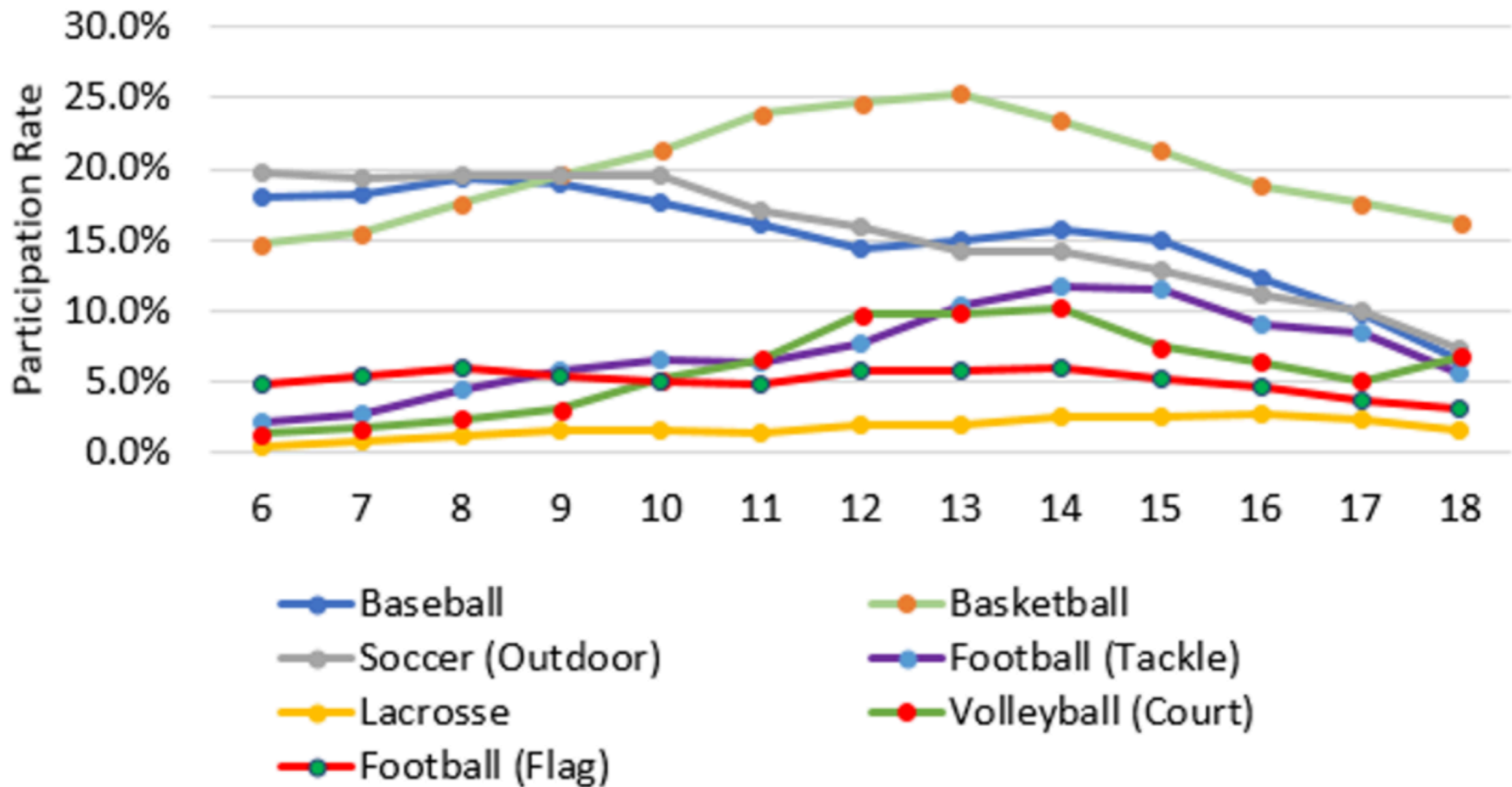
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Team Sports by Age - Under 18s*



<https://medium.com/@sfia/soccer-participation-in-the-united-states-92f8393f6469>



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Who?

Segments/ audiences
What do we know about them?
How can we usefully group them?



Why?

Needs/ value/ message
Why do players sign up?
Why else might players sign up?



Where?

Owned, earned, paid media
How to integrate & amplify the message?
How do we move them closer to signing up?



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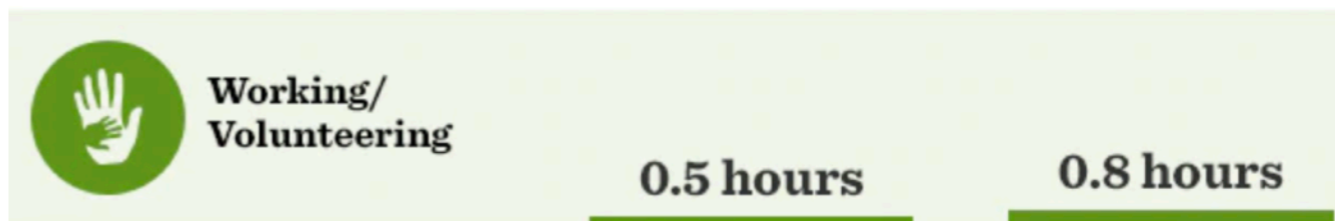
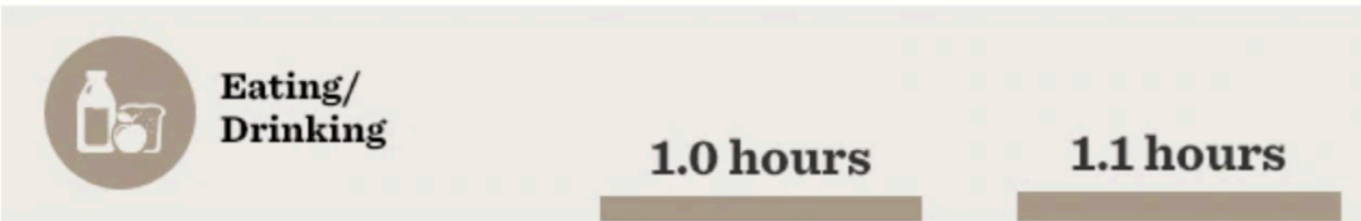
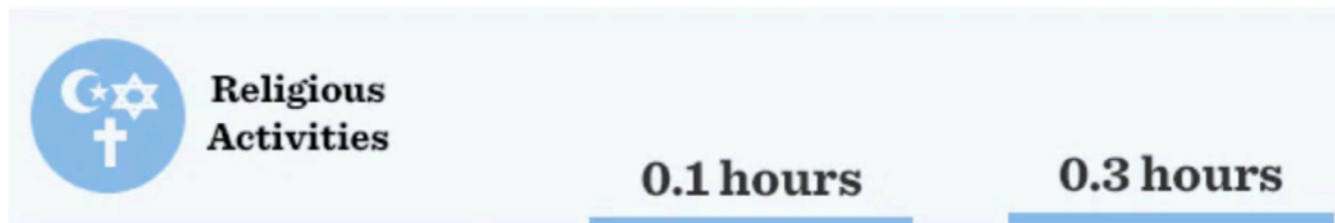
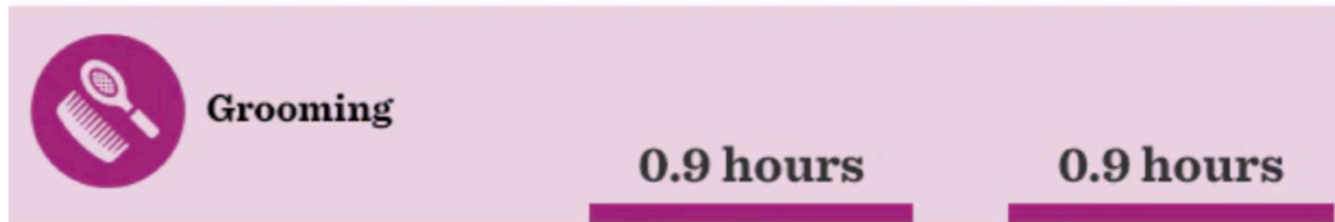
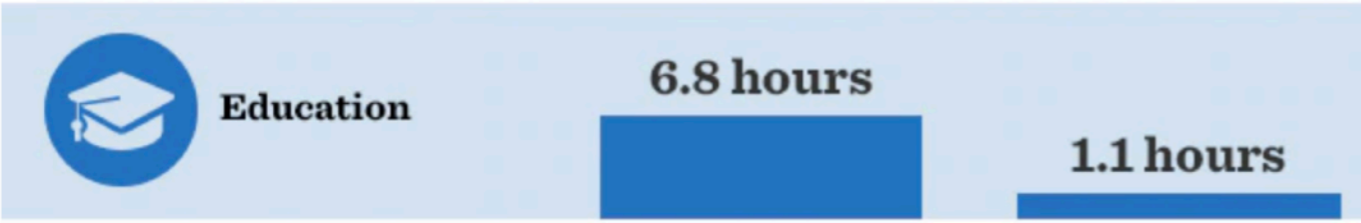
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Adolescent Development



<https://www.hhs.gov/ash/oah/facts-and-stats/day-in-the-life/index.html#time>



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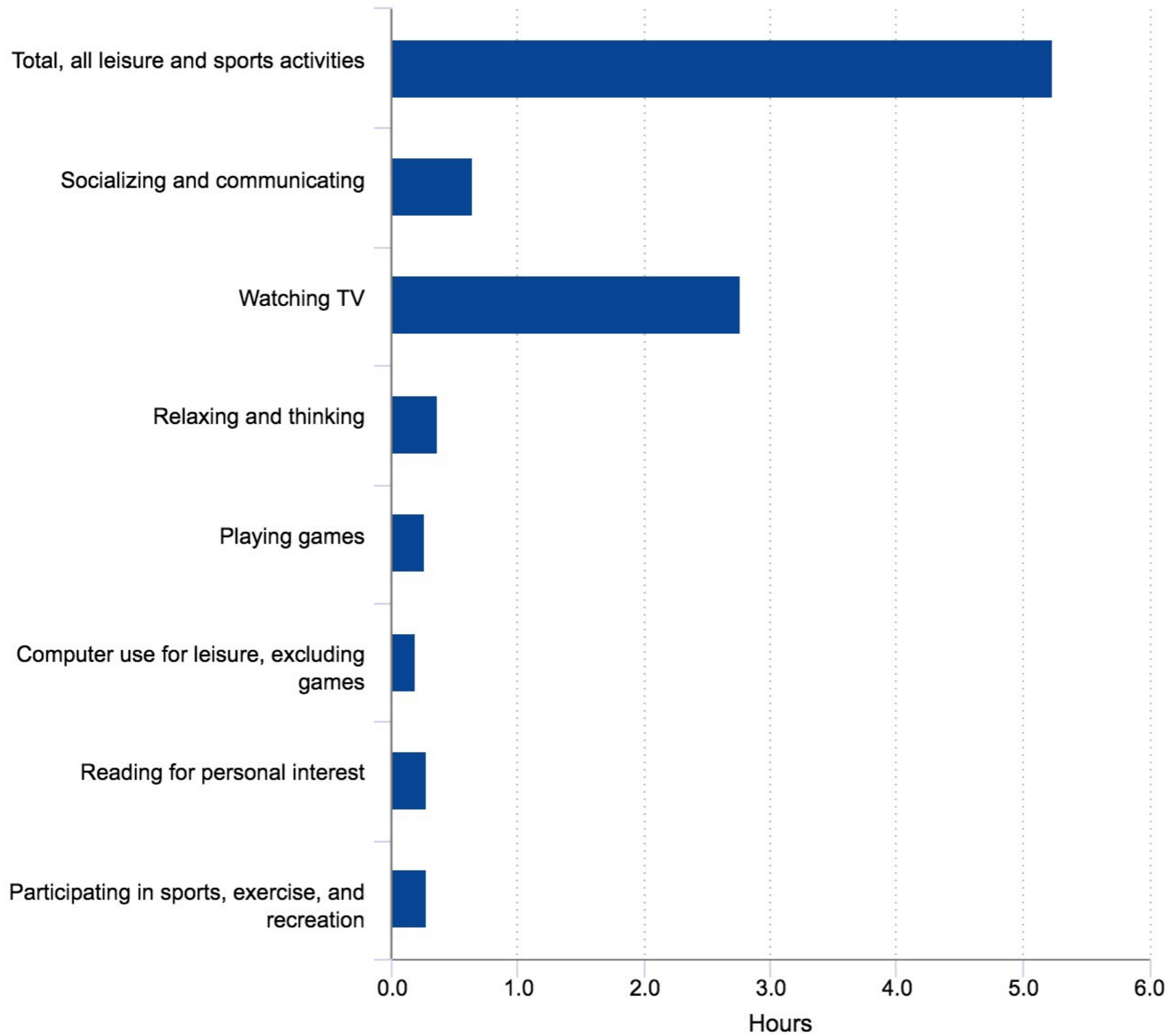


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Average hours per day spent in selected leisure and sports activities by age, 2017 annual averages



- Total, 15 years and over
- 15 to 24 years
- 25 to 34 years
- 35 to 44 years
- 45 to 54 years
- 55 to 64 years
- 65 years and over



<https://www.bls.gov/charts/american-time-use/activity-leisure.htm>

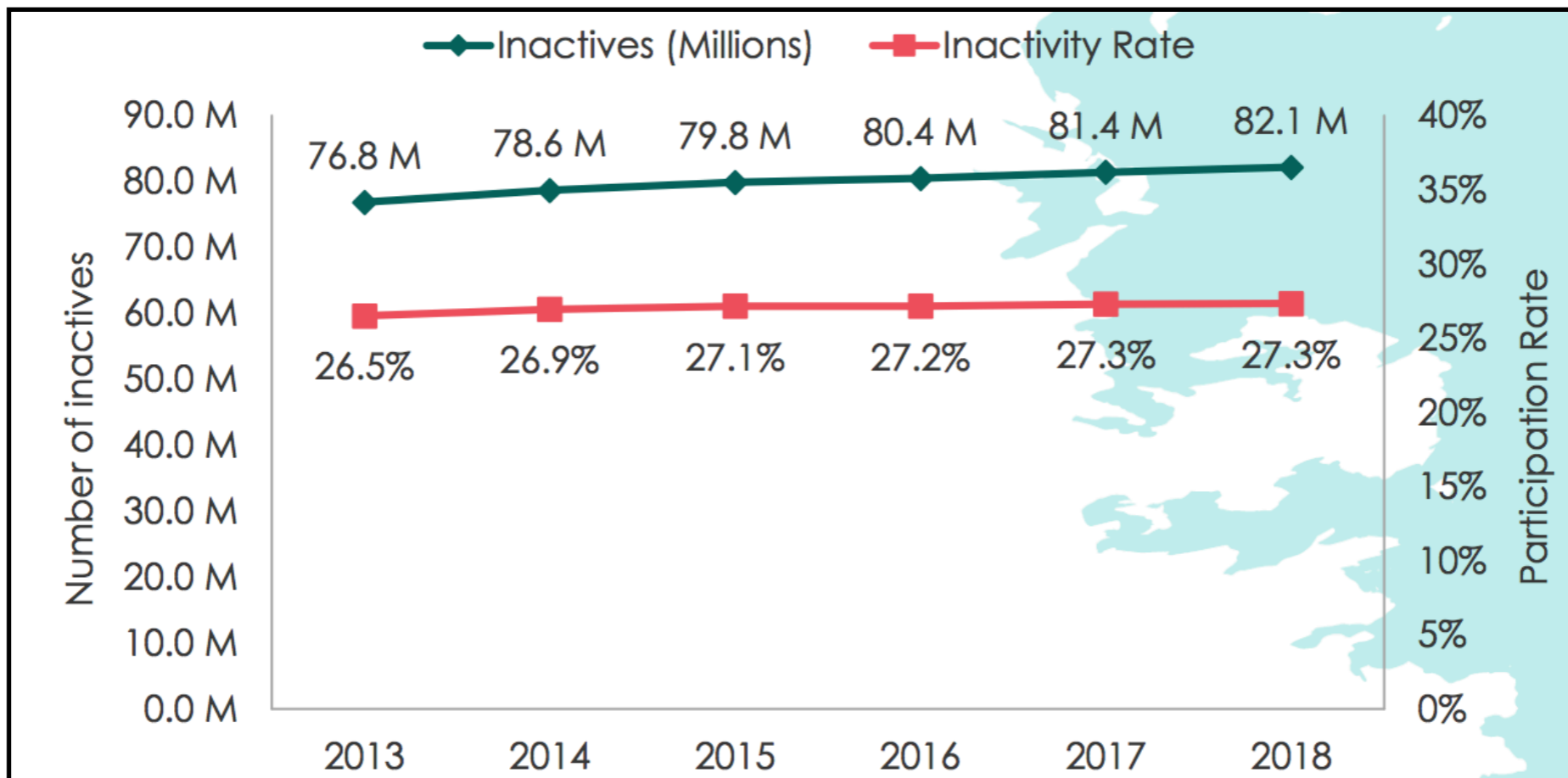


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Interest Level

	Ages 6 to 12	Ages 13 to 17	Ages 18 to 24	Ages 25 to 34
1	Soccer	Camping	Camping	Stand-up Paddling
2	Fishing	Fishing	Martial Arts	Swimming For Fitness
3	Swimming on a team	Basketball	Backpacking	Camping
4	Camping	Workout With weights	Snowboarding	Bicycling
5	Martial Arts	Running/Jogging	Climbing	Surfing
6	Basketball	Swimming For Fitness	Kayaking	Kayaking
7	Skateboarding	Golf	Fishing	Workout With weights
8	Bicycling	Volleyball	Bicycling	Running/Jogging
9	Golf	Football	Volleyball	Backpacking
10	Football	Workout with machines	Workout With weights	Wakeboarding



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SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

Sport participation motives

Achievement & status

Physical fitness

Team affiliation & spirit

Friendship

Fun & excitement

Competition & performance

Skill development

Being active

Almquist, E., Senior, J., & Bloch, N. (2016). The Elements of Value. Harvard Business Review, 94(9), 46-53.

Gill, D. L., Gross, J. B., & Huddleston, S. (1983). Participation motivation in youth sport. International Journal of Sport Psychology, 14, 1-14.

Daniels, M. J., & Lawton, L. J. (2003). Adolescent sport participants: Segmentation by motivation patterns. World Leisure Journal, 45(3), 35-42.



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A

B

C

D

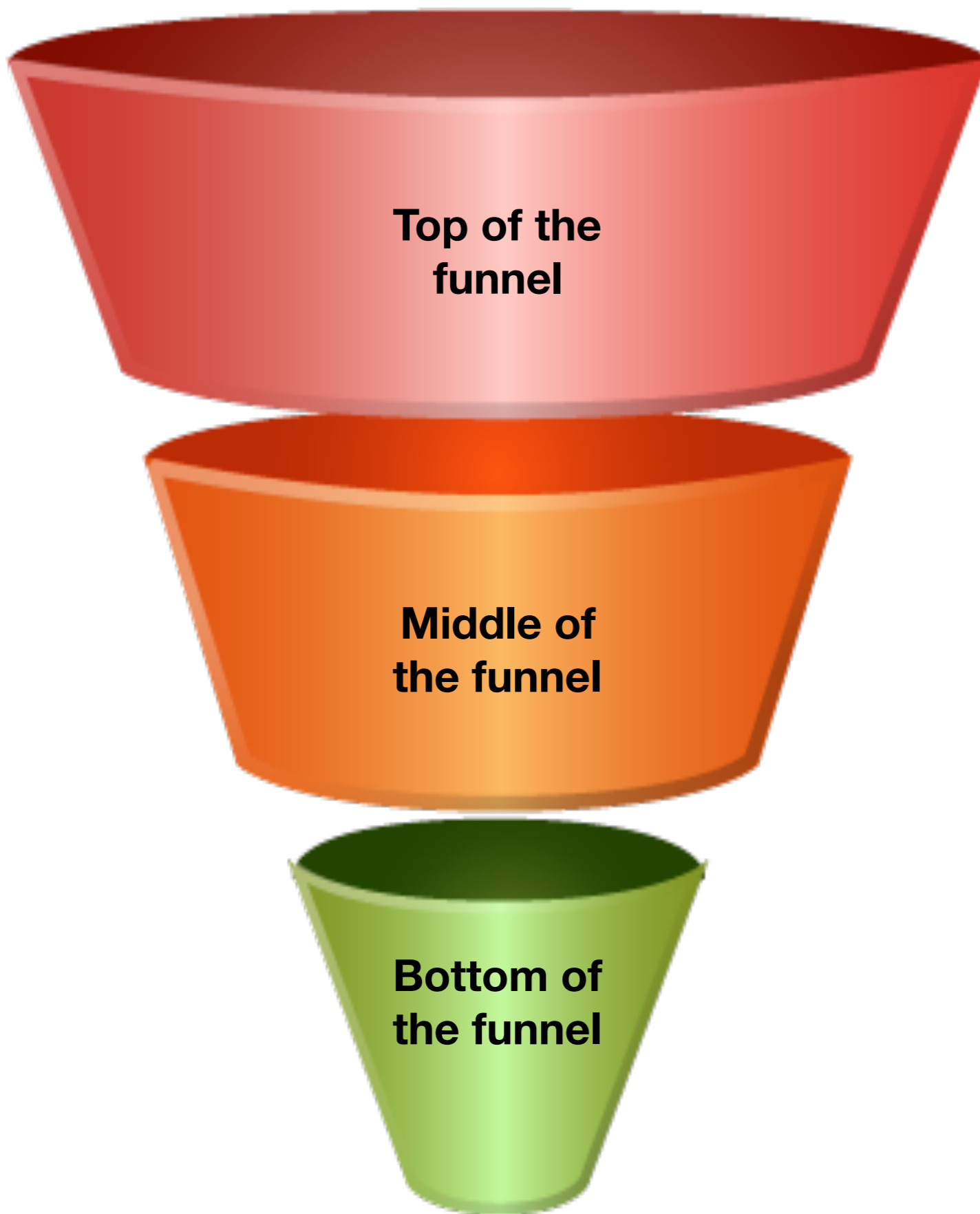


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Discovery & awareness

Search engine optimization
Paid & earned media platforms
Community engagement



Consideration & evaluation

Content marketing
Owned media platforms
Guides/catalogues
Public relations



Conversion & acquisition

Reference groups
Direct marketing
Events

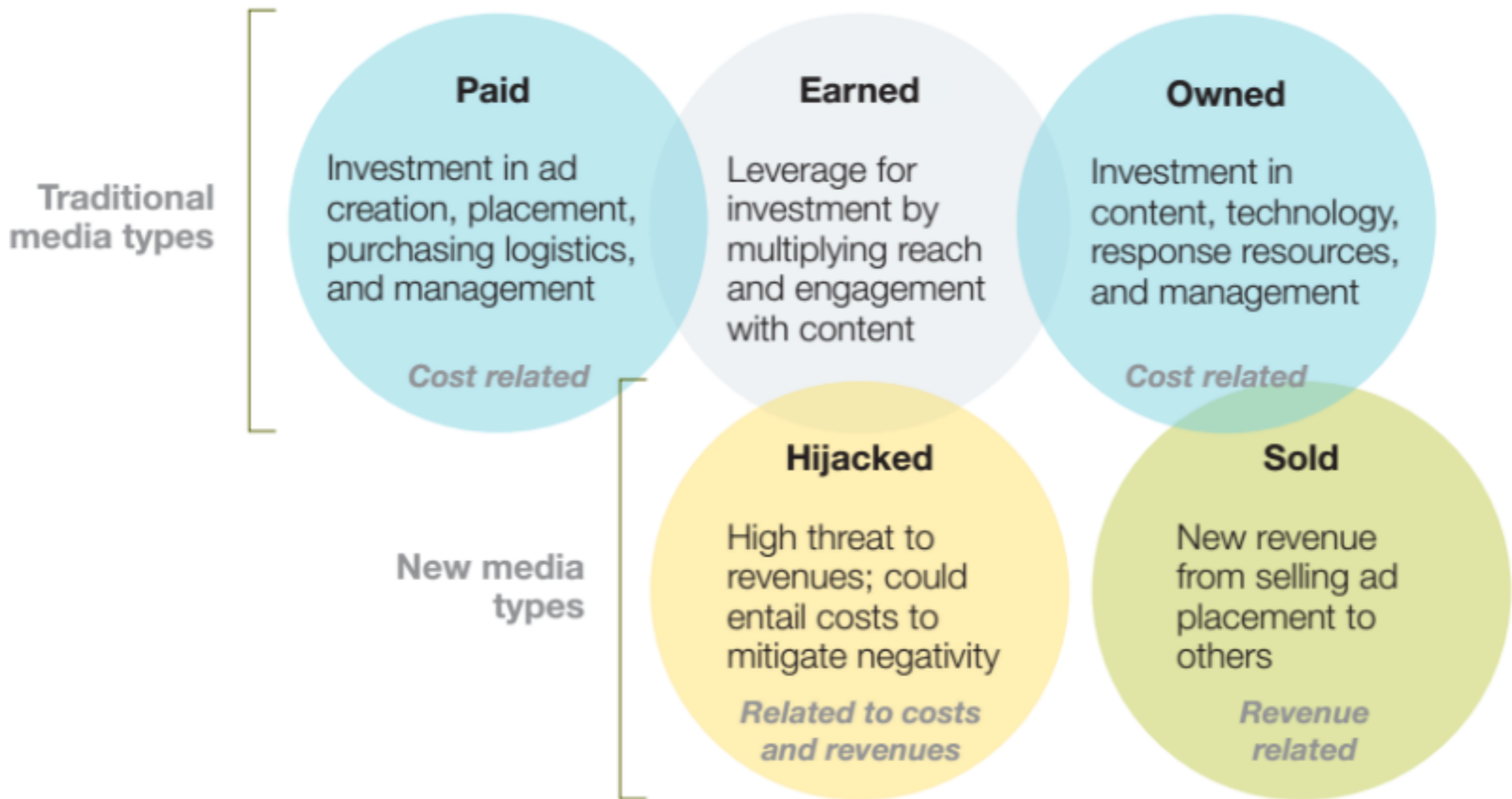
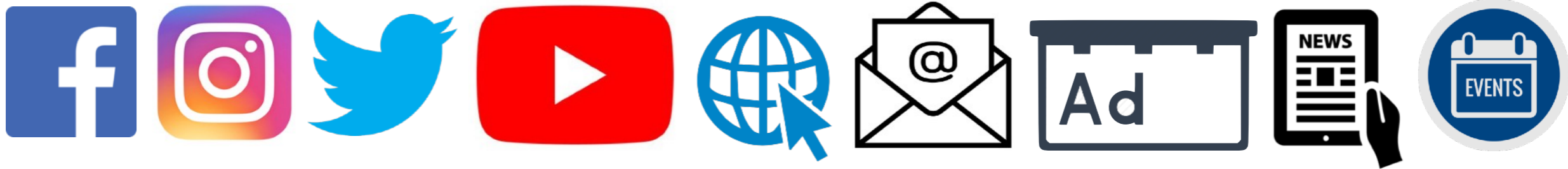


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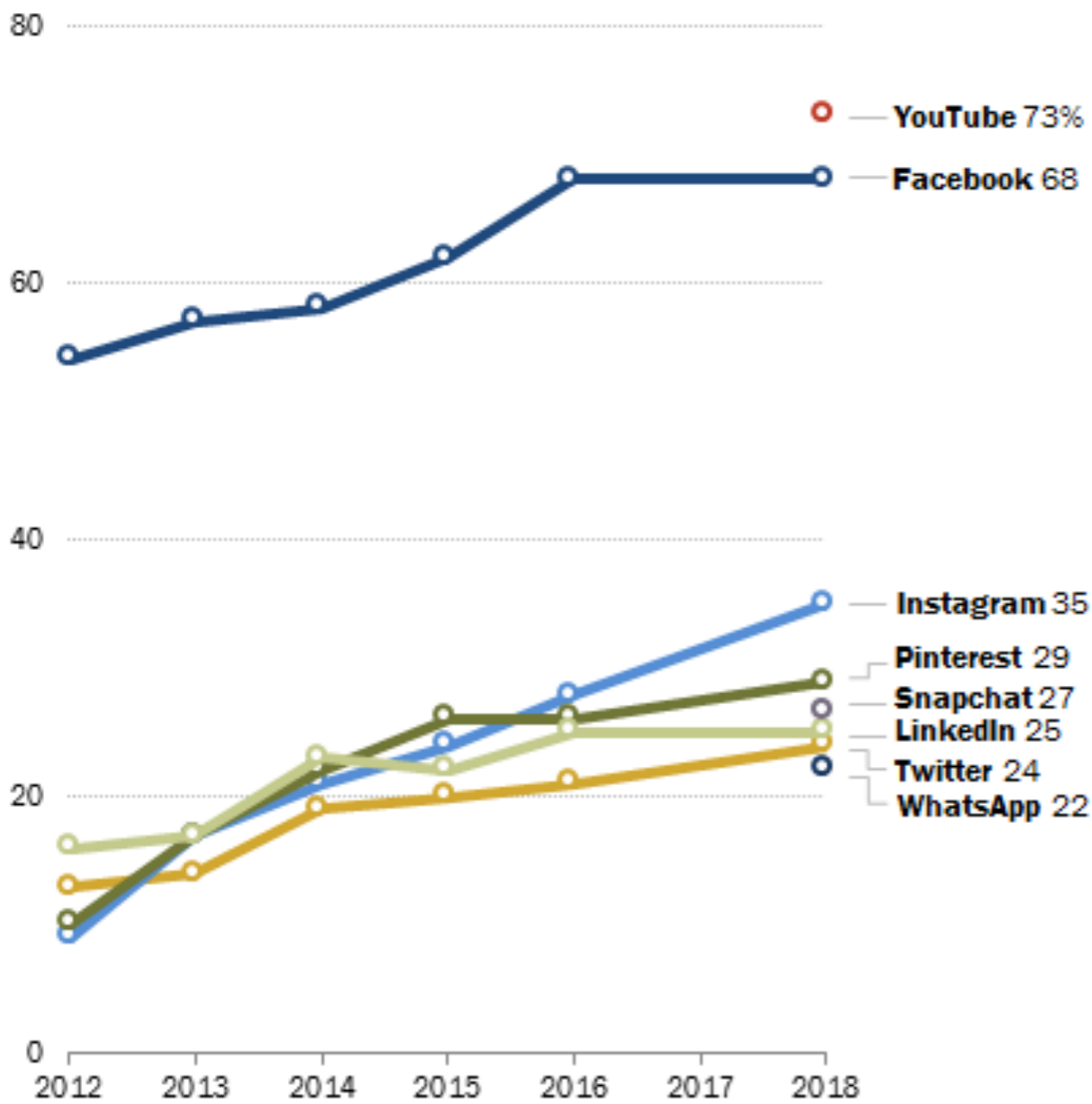
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Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



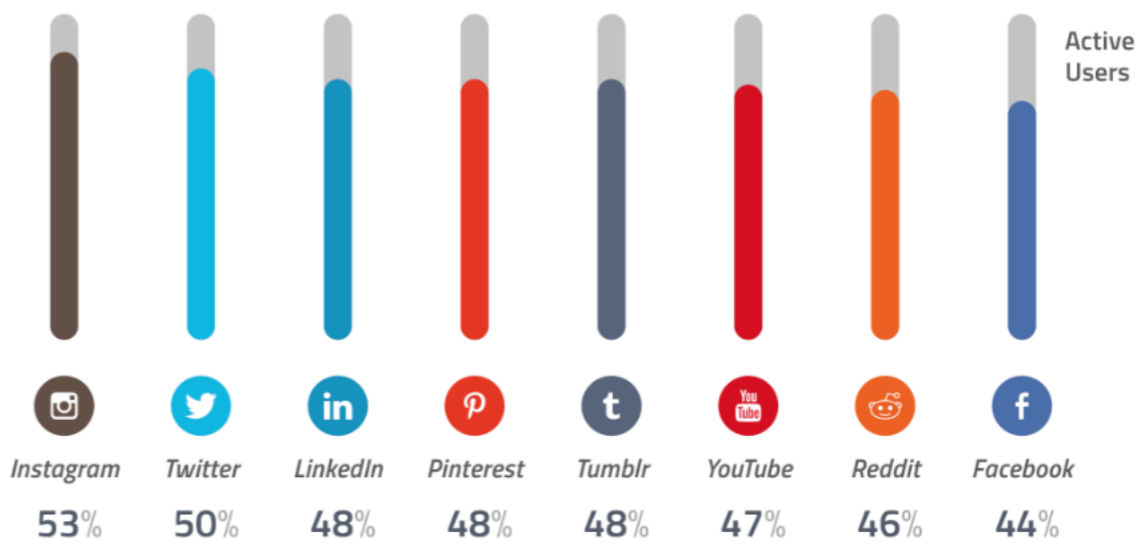
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp. Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER

FOLLOWING BRANDS ON SOCIAL MEDIA

% who say they follow their favorite brands on social media



	Facebook	Instagram	LinkedIn	Twitter
Total	68%	35%	25%	24%
Men	62%	30%	25%	23%
Women	74%	39%	25%	24%
Ages 18-29	81%	64%	29%	40%
30-49	78%	40%	33%	27%
50-64	65%	21%	24%	19%
65+	41%	10%	9%	8%
White	67%	32%	26%	24%
Black	70%	43%	28%	26%
Hispanic	73%	38%	13%	20%
High school or less	60%	29%	9%	18%
Some college	71%	36%	22%	25%
College graduate	77%	42%	50%	32%
Urban	75%	42%	30%	29%
Suburban	67%	34%	27%	23%
Rural	58%	25%	13%	17%

<http://www.pewinternet.org/fact-sheet/social-media/>



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1. Monitor
social channels for trends, insights

2. Respond
to consumers' comments

3. Amplify
current positive activity/tone

4. Lead
changes in sentiment or behavior

Steps in the consumer decision journey

Consider	Brand monitoring	Crisis management	Referrals and recommendations	Brand content awareness
Evaluate				Product launches
Buy				Targeted deals, offers
Experience		Customer service	Fostering communities	Customer input
Advocate			Brand advocacy	
Bond				



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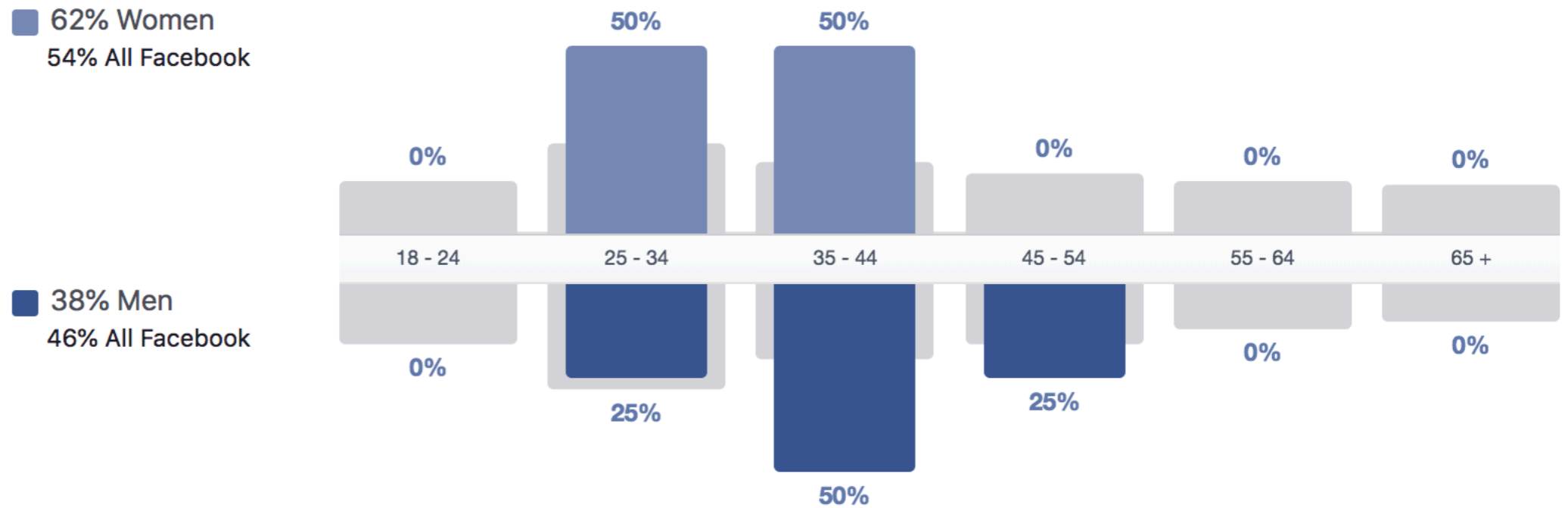
1k-1.5k

Concord, CA

Parents of child
6-8 years

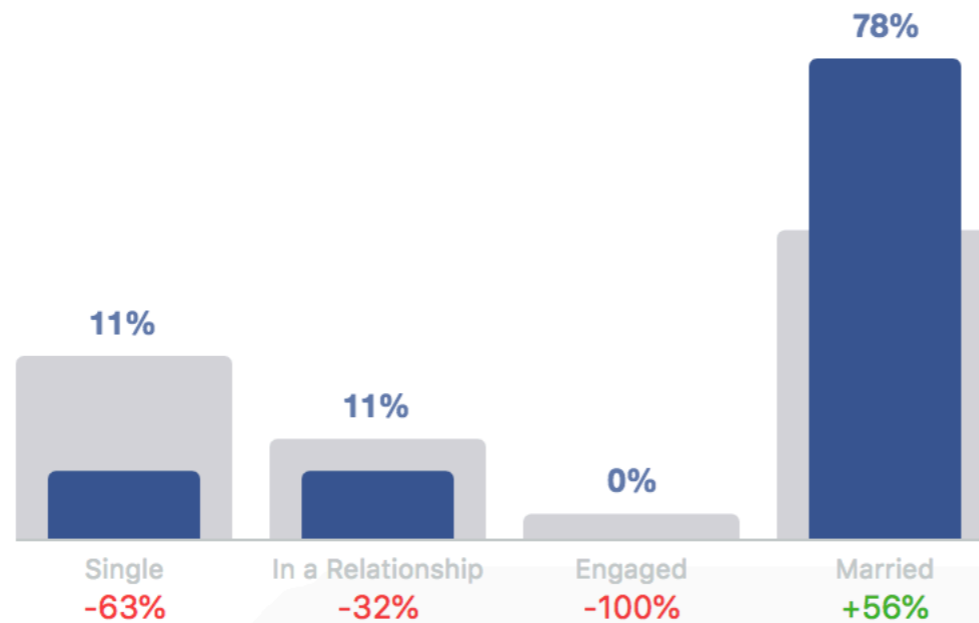
Age and Gender

Self-reported information from people in their Facebook Profiles. Information only available for people aged 18 and older.



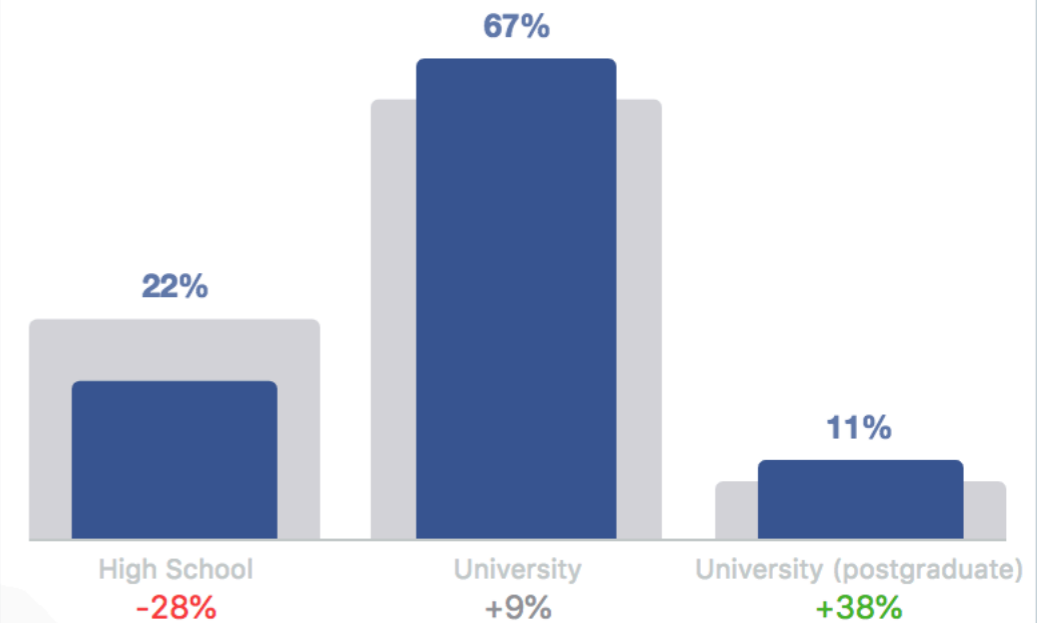
Relationship Status

Self-reported data from people who list a relationship status on...



Education Level

The highest level of education reached based on self-reported ...



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1k-1.5k

Concord, CA

Parents of child
6-8 years

Top Categories

1	Baby and children's clothing store	Growing Pains Children's Resale Store
2	Farm	Martinez Farms Organically • Smith Family Farms
3	Coffee Shop	Small Talk Family Cafe • Peet's Coffee
4	Media	Concord Clayton Pioneer
5	Toy shop	Bricks and Minifigs Concord
6	Ice cream shop	CREAM Concord
7	Farmers' market	Concord Farmers' Market

Page Likes

Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance <i>i</i> ▼	Audience	Facebook <i>i</i>	Affinity <i>i</i>
Growing Pains Children's Resale Store	1	125	2.9K	8330...
Mt. Diablo Unified School District	2	97	2.7K	6809...
Martinez Farms Organically	3	55	1.6K	65211x
Small Talk Family Cafe	4	84	2.7K	6058...
Concord Clayton Pioneer	5	66	2.5K	5056...



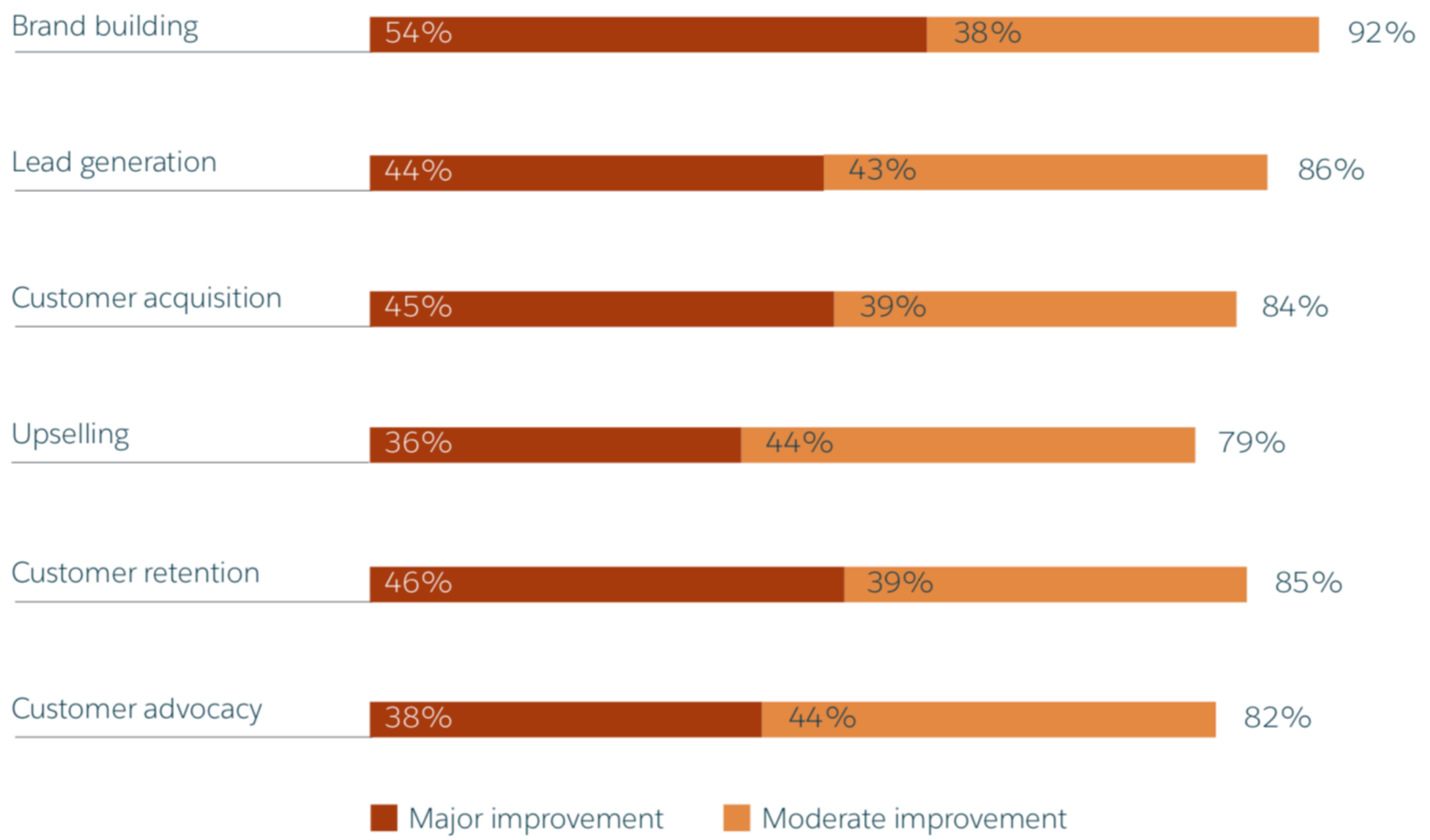
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Percentage of Marketers Who Say Personalization Improves the Following



Most Common Technologies Used for Customer Identity Purposes

- 1 Marketing database
- 2 Customer relationship management (CRM) system
- 3 Email service provider (ESP)
- 4 Data management platform (DMP)
- 5 Customer data platform (CDP)
- 6 Homegrown solution
- 7 Marketing automation platform





What do we know about them?



What message would work best?

How can we best reach them?

What frequency or plan would help?



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