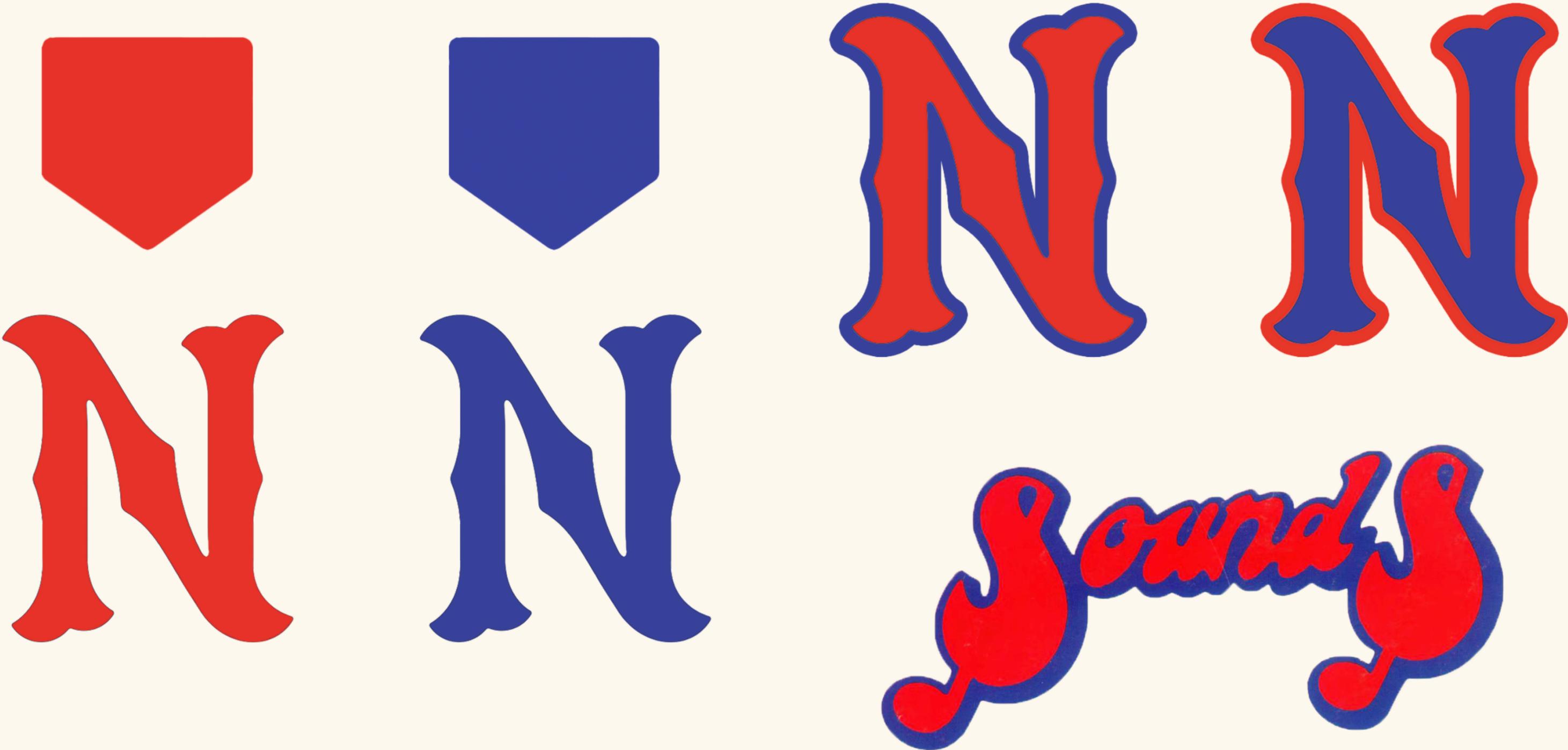


Retro Jersey Social Media

Campagin

Camden Lane

Brand Kit - Retro



Core Messaging and Visual Themes

Messaging

- We want to focus on the pride and nostalgia for the Sounds.
- We also want to create a sense of urgency/exclusivity so that fans won't want to miss out on the Retro Jersey opportunity.
- Fan connection with the origin of the Sounds helps build a deeper relationship

Visual Themes

- We are going to lean into the Retro brand kit and transform our social platforms.
- Feature original images and historic moments or iconic games on social to connect with the messaging.
- Fan-Focused content showing their community embracing retro.

Platform Specific Content:

Instagram

- Reels: Create Reels of players changing out of their old jerseys into the new retro jersey. Caption: Are you ready to upgrade your gameday kit?
- Organic content: Photoshoot of players in the new jersey, they style it their own way for social post two-days back-to-back.

TikTok

- Partner with performers/creators and have them create UGC to collaborate with similar to Dua Lipa and Texas when she wore their jersey while performing in Austin.
- Partnerships with Nashville local business that are popular and give a discount to advertise.

Facebook

- Long-form content is doing better on Facebook so we could post an informational video about the history of the Sounds and how it connects with retro jersey.
- Have fans comment their favorite Sounds memory to enter in a free retro jersey giveaway.

Strategies for Fan Engagement

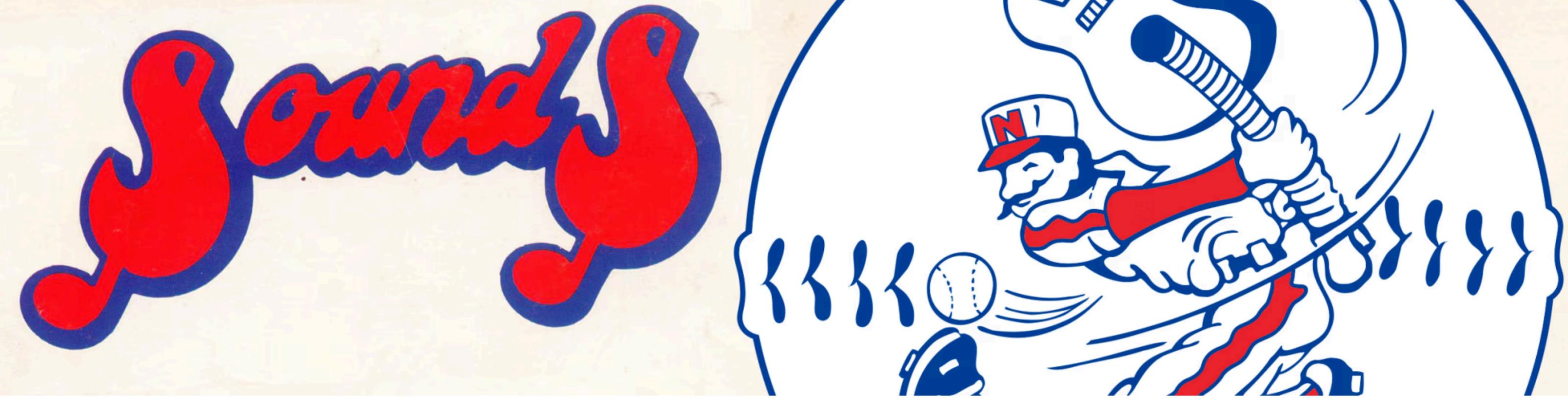
- Interactive Polls and Quizzes: Engage fans with trivia about the team's history during the retro era, offering discounts or a chance to win a jersey for participation. Instagram Stories will be great for this.
- Fan Features: Regularly feature photos or videos of fans wearing the jersey, especially in creative or historically significant settings. This would do well on Facebook and Twitter.
- Hashtag Campaigns: Encourage the use of a specific hashtag (#SoundsRetroRush) to connect content and foster community interaction across all platforms.



Metrics for Success

- Engagement: Track likes, comments, shares, and mentions. High engagement rates will indicate strong interest and interaction with the campaign.
- Reach: Monitor how far the campaign is spreading by tracking the number of unique users seeing the posts. Utilize platform insights to measure reach and impressions.
- Sales: Directly link social media efforts to sales through trackable links and promo codes used at checkout. Set initial sales targets based on previous merchandise launches.
- Fan Participation: Measure the success of interactive elements like contest entries, hashtag usage, and quiz participation to gauge fan involvement.





Game Day Content Calendar

Retro Theme Night

Pre-game Promotions

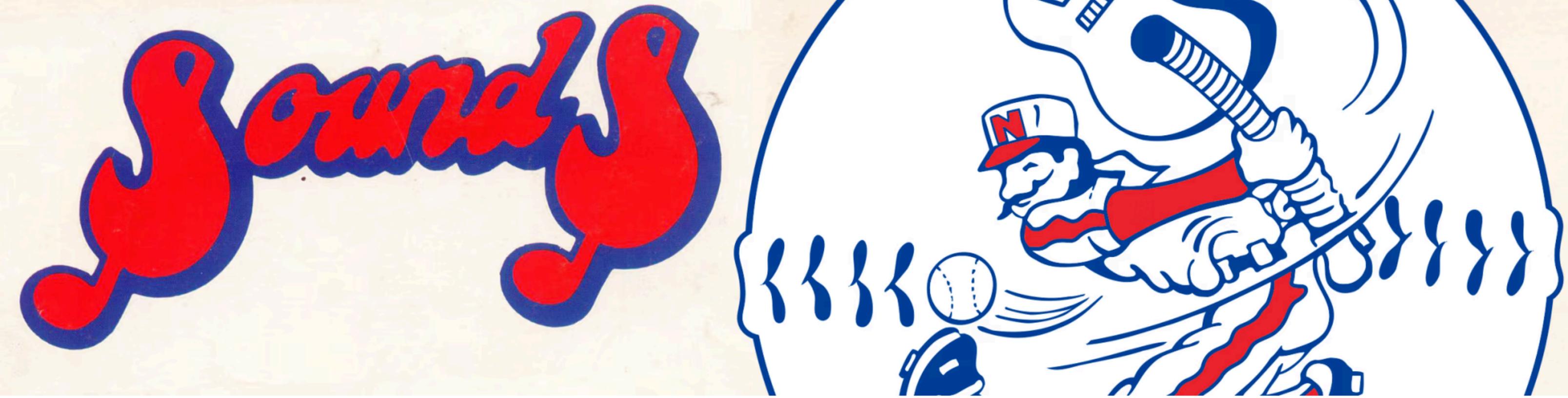
- 9:00 AM (Instagram, X, Facebook): Post a teaser video of the retro jerseys and bobbleheads, highlighting their exclusivity and nostalgic value. Use a caption like "Ready to throw it back with us tonight? Limited edition bobbleheads and Topps cards await! 🕒 ⬅️ ⚾️ #SoundsRetroNight"
- 11:00 AM (Instagram Stories and X): Showcase the retro jerseys and bobbleheads being set up at the merchandise stands with a behind-the-scenes look, including a swipe-up/purchase link for last-minute ticket sales.
- 2:00 PM (Instagram, X, Facebook): Announce a flash contest to win a signed retro jersey and other merch. Fans need to share their favorite Sounds memory and use the event hashtag #SoundsRetroNight to enter.

During the Game

- Game Start (Instagram Story, X Live): Go live with the opening pitch thrown by a legendary player from the retro era, dressed in the retro jersey. Encourage fans to share where they're watching from using #SoundsRetroNight.
- 3rd Inning (Instagram, X): Post a clip of the mascot shooting free jerseys into the crowd. Caption: "Catch the excitement—and maybe a jersey! 🏆👏👏 #SoundsRetroNight"
- 5th Inning (Facebook, Instagram, X): Live tweet player highlights where players wear retro jerseys, engaging fans with stats and nostalgic comparisons. "Who wore it better? #SoundsRetroNight"

Post-Game Content

- End of Game (Instagram, X): Post-game summary video featuring highlights, fan reactions, and a thank you message. Prompt fans to share their photos and experiences from the night.
- +1 Hour Post-Game (Instagram Story, X): Tweet a call to action for fans to vote on their favorite play of the night using a dedicated poll.
- +2 Hours Post-Game (Instagram Stories, X): Use stories to showcase fan-submitted content and reactions from the night, thanking everyone for their participation and spirit.
- Next Morning (Instagram, Facebook, X): Post a recap video of Retro Jersey Night, including crowd shots, key plays, and fan celebrations, with a link to shop for remaining retro merch online. “Missed the night? Jerseys are still up for grabs, but they won’t last long! 🏃💨 #SoundsRetroNight”



Mock Data Analysis and Optimization

Metric	Total Impressions	Total Clicks	Click-Through Rate (CTR)	Ticket Purchases	Retro Jersey Sales	Bobblehead Sales	Topps Card Sales
Paid Ads on Meta	500,000	50,000	10%	5,000	1,000	200	800
Organic Content	300,000	15,000	5%	600	60	40	120
UGC & Partnerships	200,000	30,000	15%	2,000	400	50	450

Mock data provided by ChatGPT*

Key Insights

- High Performance of Paid Ads on Meta: Paid ads have generated the most ticket and retro jersey sales, with a strong CTR of 10%, indicating effective targeting and ad appeal.
- Underperformance of Organic Content: Despite reasonable impressions, organic content has a lower CTR and significantly fewer ticket and merchandise sales, suggesting less effectiveness in converting viewers to buyers.
- Effectiveness of UGC and Partnerships: These have shown good engagement (CTR of 15%) and moderate sales, especially in boosting Topps card sales, indicating that community-driven content resonates well with the audience.
- Merchandise Sales Variances: There was success with Topps card sales, likely due to their collectible nature and tie-in with ticket purchases, whereas bobbleheads underperformed, suggesting a potential mismatch with fan preferences or issues with visibility/promotion.

Suggest Improvements

Enhance Organic Content Strategy:

- **Increase Engagement:** Introduce more interactive and engaging posts, such as polls, live Q&As, or behind-the-scenes content, to boost engagement and conversion rates.
- **Optimize Posting Times:** Use insights from engagement analytics to adjust the timing of posts to when audiences are most active.
- **Content Analysis:** Improve the players brand and showcase through socials.

Refine Paid Advertising:

- **Retargeting Campaigns:** Implement retargeting strategies to re-engage users who clicked on ads but did not purchase. Offer them special discounts or exclusive content to convert interest into sales.
- **A/B Testing:** Regularly test different ad creatives and messaging to identify the most effective elements that drive higher conversions.

Revamp Merchandise Promotions:

- **Bobblehead Promotion:** Redesign marketing strategies for bobbleheads, perhaps by bundling them with tickets or promoting them through interactive content that highlights their uniqueness and collectibility.
- **Leverage Scarcity and Exclusivity:** Increase urgency by highlighting the limited availability of merchandise, especially for items like retro jerseys and Topps cards.

New Campaign Proposals

For the upcoming homestand, propose a campaign that leverages successful elements from previous campaigns:

- **Theme Nights:** Each game night during the homestand features a unique theme, offering special promotions and merchandise related to the theme.
- **Enhanced Partnership Activation:** Collaborate with local businesses and influencers to create buzz around each themed night, utilizing their networks to expand reach and engagement. THIS!
- **Exclusive Online Contests:** Before and during the homestand, run online contests where fans can win upgraded seats, signed merchandise, or a meet-and-greet with players if they purchase tickets within a specified period.
- **Dynamic Ticket Bundling:** Offer ticket bundles that include exclusive access to pre-game events, discounts on merchandise, or food and beverage vouchers to enhance the game-day experience.